

Microsoft



## WINDOWS SERVER 2012 BRINGS CLOUD-GRADE CAPABILITIES TO YOUR CUSTOMERS' DATACENTRE.

Introducing Windows Server 2012. Capabilities your customers thought they could only get in the cloud, they can now get right inside their datacentre. Help your customers get more availability, more flexibility and more efficiency from their IT infrastructure.



Windows Server 2012

BUILT FROM THE CLOUD UP.

[microsoft.com.au/ws2012](http://microsoft.com.au/ws2012)




Microsoft



## **DIMENSION DATA IMPROVES DATACENTRE AVAILABILITY FOR ING DIRECT WITH WINDOWS SERVER 2012.**

“We worked with ING DIRECT to deploy Windows Server 2012. ING DIRECT has many workloads that need a disaster recovery capability. Hyper-V Replica is the perfect way to cost-effectively protect these workloads and provide greater availability within their datacentre. This allows their IT Department to reduce downtime and improve customer satisfaction.”

– Brian Walshe, General Manager,  
Microsoft Solutions Infrastructure, Dimension Data

 **Windows Server 2012**  
BUILT FROM THE CLOUD UP.

[microsoft.com.au/ws2012](http://microsoft.com.au/ws2012)

dimension  
data 

ING DIRECT  
Spend your life well



## A promising year ahead

■ HAFIZAH OSMAN AND JULIA TALEVSKI

**2** 012 was a year of change for the channel. Evolving business strategies, keeping up with the demands of new technologies, and running a business with the constraint of a weak economy were just some of the challenges it faced.

But the more pertinent question now is: What does 2013 hold?

As usual there are plenty of different answers depending on who you speak to but several commonalities emerged. It appears certain, the channel will shape up to a year centred around mobility, in particular teleworking, BYOD and the applications surrounding these devices. This will play into the space of Big Data and analytics as well as security. Cloud computing will also be top of mind for many organisations.

OVUM held a series of discussions in Australia and New Zealand with 250 senior executives and CIOs. The five big issues they tipped for the coming year were: Mobility, Cloud computing, productivity and innovation, analytics (Big Data) and security. And virtually everybody ARN spoke to said if channel players were not in the mobility and BYOD space then they should immediately gear up.

ShoreTel A/NZ managing director, Jamie Romanin, said, while many companies had been talking about BYOD, it is only now they are starting to deploy a mobility strategy around it.

According to IDC, global IT spending in 2013 will exceed \$US2.1 trillion, up 5.7 per cent from 2012, and the biggest driver of that growth will be mobility.

It stated that sales of smart mobile devices will grow by 20 per cent, generate 20 per cent of all IT sales, and drive a whopping 57 per cent of all IT market growth. Excluding smart mobile devices, IT industry growth will be just 2.9 per cent.

### LEVERAGE SOLUTIONS

"If a channel partner is talking to a customer and they are not showing the customer how they can leverage the solutions they are selling today in a BYOD program, then the customer is just going to look elsewhere," Romanin said.

ASI Solutions director, Maree Lowe, said the channel should position itself with some key vendors in that space, instead of working with every vendor possible, and create a mobile device management (MDM) strategy suited to its customers.

"Multi-vendor in BYOD doesn't mean dealing with everybody. The channel has to strategically position who it's going to partner with and then offer

Continued on page 3 ■

# 6



## 2012 – The year that was ...

The top trends, news and highlights and their significance to the channel.



# 18

## Celebrating excellence

The inaugural ARN Women In ICT Awards (WIICTA) were presented at a glittering ceremony. Associate Editor, Jennifer O'Brien, details the winners and wraps up the event.

## 10 Visions of the Future

The channel tips: Our industry experts deliver their verdict on the key trends for 2013.

## 30 Little big printer

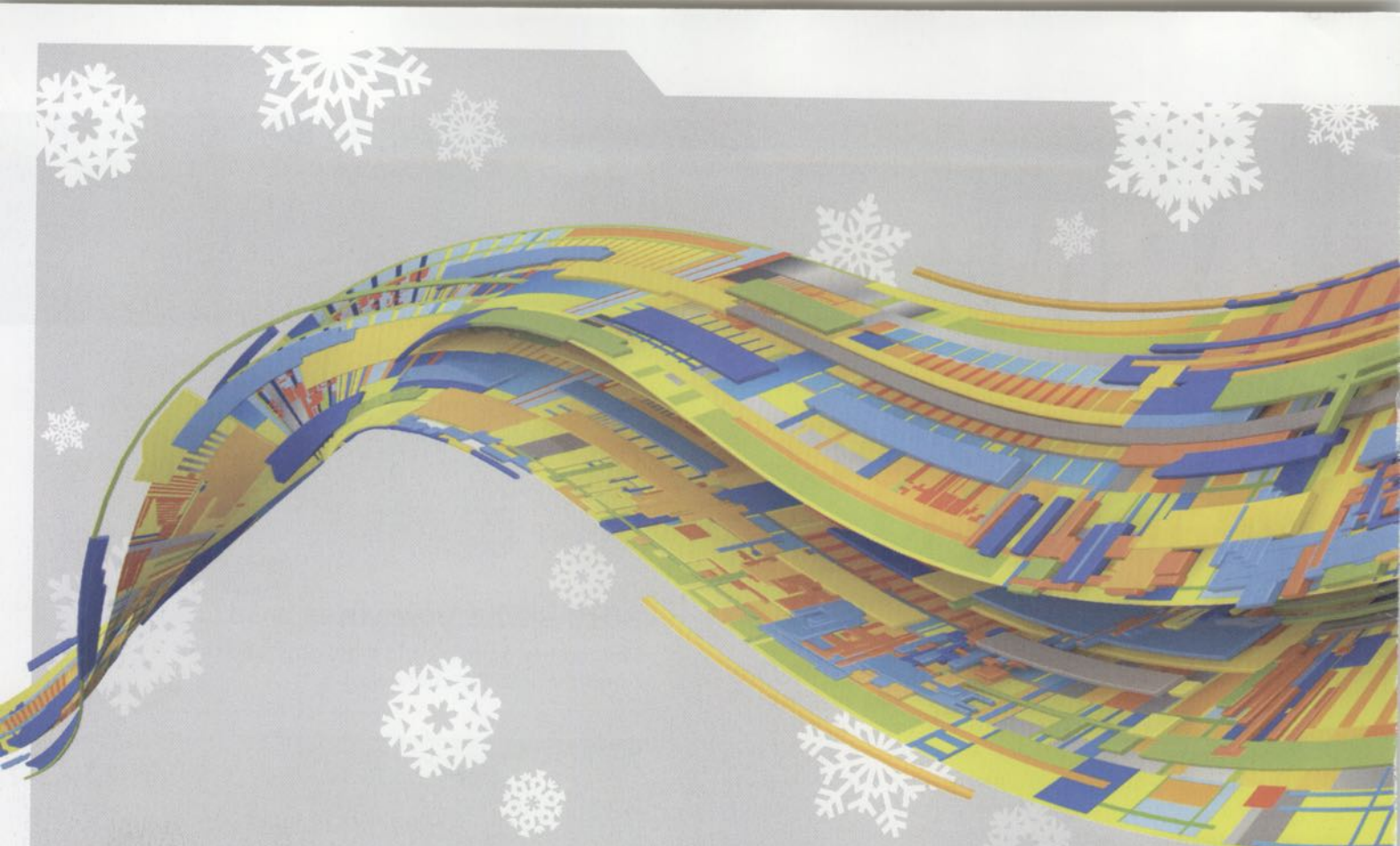
With SMBs ruling the business landscape, we look at what printer vendors are doing to appeal to this market.

### PLUS

- 4 Editorial
- 38 The Christmas Store
- 46 Community







# IBM® EXPRESS SHOWDOWN

Santa has come early. For the month of December, get HUGE discounts on selected IBM System x® and Storage eXpress products, while stocks last.

**Offer ends 31st December 2012**

## IBM System x3650 M4



Xeon 4C E5-2609 80W  
2.4GHz/1066MHz/10MB,  
1x4GB, O/Bay HS 2.5in SAS/SATA,  
SR M5110e, 550W p/s, Rack.  
IM Code: 1931823  
IBM Code: 7915B2M

**PROMO PRICE: \$1,504.32**  
ex GST

Xeon 6C E5-2640 95W  
2.5GHz/1333MHz/15MB,  
1x8GB, O/Bay HS 2.5in SAS/SATA,  
SR M5110e, 750W p/s, Rack.  
IM Code: 1931825  
IBM Code: 7915F2M

**PROMO PRICE: \$2,260.73**  
ex GST

Premier  
Business  
Partner



## eXpress2phuket

IBM® Express® Rewards Promotion 2012

Express Yourself: Every \$2k sold earns 1 Ticket in the draw.  
To register go to <http://www.express2ibm.com>



**INGRAM  
MICRO®**  
Partner Smart



### IBM System x3500 M4

Xeon 6C E5-2620 95W 2.0GHz/1333MHz/15MB, 1x8GB, 0/Bay  
HS 2.5in SATA/SAS, SR M1115, DVD-ROM, 750W p/s, Tower.

IM Code: 1931819

IBM Code: 7383C2M

**PROMO PRICE: \$1,534.14**  
ex GST

### IBM System x3550 M4

Xeon 6C E5-2620 95W 2.0GHz/1333MHz/15MB, 1X8GB,  
0/Bay 2.5in HS SAS/SATA, SR M1115, 550W p/s, Rack.

IM Code: 1931822

IBM Code: 7914C2M

**PROMO PRICE: \$1,535.19** ex GST



### IBM System x3200 M3

Xeon 4C X3450 2.67GHz/1333MHz/8MB, 2x1GB, 0/Bay HS 3.5in SAS/  
SATA, SR BR10il, DVD-ROM, 2x430W p/s, Tower.

IM Code: 1079542

IBM Code: 732754M

**PROMO PRICE: \$627.11**  
ex GST



### IBM System Storage DS3524 Express Dual Controller System

Form Factor: Rack-mountable NAS Interface: Network (RJ-45)

Number of Total Expansion Bays: 24 Product Type: DAS Array

IM Code: 1161195

IBM Code: 1746A4D

**PROMO PRICE: \$3,416.79** ex GST



### Place your order today!

Login to [techlink.au.ingrammicro.com](http://techlink.au.ingrammicro.com) or call the national sales team on

**1300 651 124**

Call 1300 651 124

Logon [au.ingrammicro.com](http://au.ingrammicro.com)

Terms and Conditions: IBM Express showdown offers are valid until 31 December 2012 or while stocks last. IBM's eXpress2phuket promotion ends 31 December 2012. Visit [www.express2ibm.com](http://www.express2ibm.com) for full terms and conditions and to register for the eXpress2phuket promotion. Resellers must have an account with Ingram Micro. All offers are limited to stock availability on a first served basis. Pricing and specifications are correct at the time of publishing and may change without notice. Pricing may not be available to retail accounts. All normal trading conditions apply. Upon acceptance of this offer Ingram Micro's normal trading terms, conditions and any credit terms applicable to the reseller continue to apply. All products are sold on a non returns basis. Images are for illustration purposes only. Ingram Micro Australia reserves the right to interpret the terms and conditions of the promotion and will be the sole judge in any dispute. Promotion terms and conditions may be changed or varied at any time without notice. Any FBT liability is the responsibility of the reward recipient and their employer. Ingram Micro Australia reserves the right to terminate the promotion in whole or in part at any time without prior notice and without liability. Errors and omissions are excluded. The Ingram Micro logo is a trademark used under license by Ingram Micro Inc. ABN 45 112 487 966. All other trademarks, brand names and product names are the property of their respective owners. © Copyright 2012 Ingram Micro Pty Ltd. All rights reserved. For more information visit [au.ingrammicro.com](http://au.ingrammicro.com) or call 1300 651 124.



SHOWS THE WORLD  
WHAT YOU ARE  
MADE OF.



CHOOSE YOUR  
DO  
MACHINE.

BE YOUR OWN BOSS.



**THINKPAD TABLET 2:  
POWERED FOR PRODUCTIVITY & FUN**

Powered by Microsoft Windows 8 and Intel® next gen CPU technology. The all new Lenovo Tablet 2 redefines expectations for business and personal computing on the go.

Dealer price from \$624 ex GST



**THE ALL NEW THINKPAD LEGACY  
A LEGEND 20 YEARS IN THE MAKING**

Making the most out of Windows 8. The new X1 Carbon Touch brings a new level of quality to the ThinkPad legacy of high standards and innovation. It starts with the durable, carbon fiber-reinforced roll cage, making for the best Ultrabook™ construction available, and adds touch functionality on top of the old favourites.

Dealer price from \$2,573 ex GST

**THINKPAD TWIST: IT TWISTS,  
IT BENDS, IT FOLDS, IT SPINS**

Twist transforms into a laptop when you need to type, a tablet when you're on the go, and a stand when you want to share presentations. When you're ready to browse, bend it backward into a tent for a close-up view. Four modes to make the most out of Windows 8.

Dealer price from \$989 ex GST



Contact Dicker Data for more information.



**EXPERIENCE IS THE DIFFERENCE...**

**Call your Dicker Data representative today on 1800 688 586**

Fax: 1800 688 486 Email: [orders@dickerdata.com.au](mailto:orders@dickerdata.com.au) Website: [www.dickerdata.com.au](http://www.dickerdata.com.au)

Resellers must have an account with Dicker Data. All offers are limited to stock availability on a first served basis. All other normal trading conditions apply. Errors and omissions are excluded. All trademarks, brand names and product names are the property of their respective owners. 78067

**lenovo** FOR  
THOSE  
WHO DO.



From page 1

more support in MDM – such as security or asset management or patching,” she said.

And out of that will come a focus on applications.

Lowe expects the number of available apps to skyrocket, providing the channel with an opportunity to become a recommender to clients.

### MOBILE SPACE

Ovum research director, Kevin Noonan, said the channel stood to make a lot of money in the mobile space as well as value-added software and services, particularly within the area of analytics and Big Data.

“Analytics is being transformed because you can get up to date information on your mobile device. That’s setting a scene for value-added services because these are all new facilities that people haven’t quite worked out how to get value out from yet.”

Distribution Central co-founder, Nick Verykios, foresees the growth of data analysis tools associated with storage companies.

“It is one of the largest things we will see in terms of transition within the IT industry, because what is also associated to that is the discussion around Cloud,” he said.

Channel Dynamics Director, Moheb Moses, said the Cloud will be one of the fastest growing areas, but will still be a relatively small part of the IT industry. He also singled out social media as a growing platform in 2013.

Moses said it had proven its place in the business to consumer space and, in 2013, will start to establish its presence and validity in the business to business sector.

“Not just social media sites such as LinkedIn and Facebook, other mediums such as Wikis, blogs, crowdsourcing, video, microblog sites, content marketing, etcetera will creep to become more of a way to do business,” Moses said.

Data#3 managing director, John Grant, highlighted opportunities within the virtualisation and services space.

“We’ve continued to make big investments in our as-a-service business and we’ve got good and competitive offerings in place. We’re taking that to market aggressively and aim to see some returns from that in this financial year (FY13) and beyond,” Grant said.

“The focus on the selling proposition and activity levels, professionalism in the sales process, competency in pre-sales engagements and so forth, is really key.”

### SOLID DEMAND

Southern Cross Computer Systems (SCCS) managing director, Mark Kalmus, said it witnessed solid demand from its customers for active directory work and virtual desktop requirements.

This also played into BYOD policies and how companies move from their current environment in-house to an offsite private Cloud. It is also taking into consideration capacity planning issues, data security and workload balancing issues.

Romanin claimed the unified communications (UC) space is set to grow, especially since Microsoft moved into that space.

“It has put UC in the front of a lot of customers’ minds. UC used to be an add-on to IP telephony, but now, customers expect it to be part of a solution,” he said. ■

## AVTech maximises profitability with new recovery management service based on CA ARCserve solutions



Advance Vision Technology (AVTech) is an ICT services provider with offices in Australia, China and Vietnam. The company’s areas of expertise include networking, security, applications, storage and disaster recovery.

### Challenge

- Help clients protect their data
- Develop a cost-effective disaster recovery service
- Maximise efficiency with centralised control

### Solution

- Following an internal pilot, launch a new cloud-based disaster recovery service for clients based on CA ARCserve solutions
- The solutions provide automated replication, backup and archiving

### Results

- Reduced backup window from 12 hours to 4 hours
- Improve data recovery times from 2 days to 4 hours
- Improved customer services
- Maximised profitability



# Cloudy but relatively fine



If you are like me, you are completely knackered. But we've made it. The end of another year. This is the last edition of ARN for 2012 and our diverse team will soon head off all over the world for the holidays.

First and foremost, let me wish you, your family and your employees a very Merry and safe Christmas and a Happy New Year

from everybody at ARN.

Last edition, I looked back at what has been a difficult and patchy year for many channel players and IT in general. And I don't think 2013 is going to be that different. There will be opportunity but businesses are going to have to go that extra yard for their customers and partners and they are going to have to be smart.

Next year will all be about identifying trends and delivering packages that meet the broad needs of the customer. Of course, every pundit and analyst is serving up 2013 predictions. One of the more interesting comes from IDC.

Online site, Business Insider, reports that people who don't work as IT professionals have taken over the job of buying tech for the company: their own mobile devices, file-sharing Clouds, and social apps. Its called the Dropbox effect. Companies like Box, Asana, and Yammer built their business models on it. IDC claims in 2013, that business model will pay off and non-IT business managers will buy 80 per cent of new tech directly for their teams. That, in turn, is great news for the channel when it comes to BYOD.

What we are seeing is a move away from traditional buying patterns. In the business feature (page 10) which romps through a welter of predictions for 2013, Netgear A/NZ managing director, Ryan Parker, says resellers will play a more important role in

the success of small businesses. "With shrinking IT budgets and smaller IT departments, many businesses are looking to implement evolving technologies that provide increased productivity and resilience," he says. "As a result, many resellers have moved away from box-dropping to providing customers with managed services, where they are no longer selling a technology device, but rather a business solution."

## PREDICTIONS

For what it's worth, I'll throw a few predictions into the ring. In 2013, RIM will either sink below the waves, or be all but dead by year's end; HP will struggle to bounce back from the upheavals that have afflicted it this year; Enterprise adoption of Windows 8 appears slow and I don't think it will be the panacea Microsoft is hoping for as it tries to combat the growing irrelevance of some of its established workhorses such as Office, and the erosion of the PC market by tablets, particularly the indomitable iPad.

On the bright side, the mid-market will perform strongly. Security, datacentres, mobility and storage will play well. Big Data will be iffy though. Some of the bigger names in the channel will continue to wobble while brighter, more dynamic, younger companies will surge. Finally, there will be a continued rationalisation of the channel as acquisitions continue unabated.

And I could be completely and utterly wrong. We'll see when I get back from some remote trout rivers in New Zealand, where the only Clouds on my mind will be the ones overhead or, hopefully, the lack of any at all. Until then, Feliz Navidad.

**Mike Gee**

Editorial Director ARN

mike\_gee@idg.com.au

## FUTURE PROOF YOUR BUSINESS WITH D-LINK

NEED FASTER, SECURE AND FUTURE PROOF BUSINESS WIRELESS SOLUTIONS?

**D-LINK, DARE TO COMPARE!**

Scan now & request a free site survey for your customers valued at \$2,000!

Call 1300 700 100 or visit [dlink.com.au/peaceofmind](http://dlink.com.au/peaceofmind)



**D-Link®**  
Building Networks for People



# Networking should not be *that* expensive!

## gouge

[gouj] noun, verb, gouged, gouging.  
noun

1. a chisel having a partly cylindrical blade with the bevel on either the concave or the convex side.
2. an act of gouging.
3. a groove or hole made by gouging.
4. an act of extortion; swindle.

Source: Dictionary.com



### HP 2910-24G al Switch VPN: J9145A

- High-performance Gigabit Ethernet Switch
- Layer 2 and Layer 3 plus static IP and RIP routing
- Lifetime warranty
- Four Optional 10GbE ports via module

Dealer Price (ex GST)

**\$1,249**



### HP 2910-24G-PoE+ al Switch VPN: J9146A

- High-performance Gigabit Ethernet Switch
- Layer 2 and Layer 3 plus static IP and RIP routing
- POE on All 24 Ports
- Lifetime warranty
- Four Optional 10GbE ports via module

Dealer Price (ex GST)

**\$1,698**



### HP 2910-48G al Switch VPN: J9147A

- High-performance Gigabit Ethernet Switch
- Layer 2 and Layer 3 plus static IP and RIP routing
- Lifetime warranty
- Four Optional 10GbE ports via module

Dealer Price (ex GST)

**\$2,187**



### HP 2910-48G-PoE+ al Switch VPN: J9148A

- High-performance Gigabit Ethernet Switch
- Layer 2 and Layer 3 plus static IP and RIP routing
- POE on All 48 Ports
- Lifetime warranty
- Four Optional 10GbE ports via module

Dealer Price (ex GST)

**\$3,158**



**EXPERTS IN HP**

**Call your Dicker Data representative today on 1800 688 586**

**Fax: 1800 688 486 Email: [orders@dickerdata.com.au](mailto:orders@dickerdata.com.au) Website: [www.dickerdata.com.au](http://www.dickerdata.com.au)**



Resellers must have an account with Dicker Data. All offers are limited to stock availability on a first served basis. All other normal trading conditions apply. Errors and omissions are excluded. All trademarks, brand names and product names are the property of their respective owners. HP0100



**TOSHIBA**  
Leading Innovation

**ASUS**

**SAMSUNG**

**lenovo**

**NETGEAR**  
Connect with Innovation

**E-T-N**  
Power. Service. Network.

**SONY**  
make.believe

**Targus**



**imation**



**BUFFALO**



**Microsoft**



**Kodak**



**FUJIFILM**





The ARN team wishes everybody a very Merry Christmas and a Happy New Year

## 2012, the year that was...

What were the top trends, news, products and highlights for 2012? **HAFIZAH OSMAN** provides a snapshot of the year that was, reflecting on the top stories and their significance to the channel.

### TRENDS

One of the biggest trends for 2012 was security surrounding BYOD. With the introduction of smartphones and tablets, BYOD was a hot topic in 2011. Picking up from that trend this year was the security of these devices.

"We are talking about not just securing devices, but also securing applications. Suddenly, a whole new wealth of resellers that have been concerned with desktop applications are getting involved in security," Channel Dynamics co-founder and director, Cam Wayland, said.

Ovum research director, Kevin Noonan, said there has been plenty of discussion surrounding the Big Data space, which is a part of a major analytics revolution.

"We're starting to see examples of Big Data applications and we're seeing normal business analytics being transformed because you can get up to date information."

ASI Solutions director, Maree Lowe, said she has seen growth in network infrastructure, particularly in the switching space.

"Where we have seen growth of that market has definitely been in ISPs and datacentres," she said.

The increase in the amount of Cloud services is also another trend that she noticed in 2012.

"With Amazon Web services just being introduced into Australia, there is this whole new discussion about how to make money out of the Cloud. This is something that will carry forth into 2013."

The usage of social media for business purposes is also another key trend, according to a recent study by Ovum.

"It makes sense for those in emerging economies to develop better social media and Web self-service capabilities in order to target those consumers who are readily adopting these channels," Ovum customer interaction analyst, Aphrodite Brinsmead, said.

Within the telecommunications sector, ShoreTel A/NZ managing director, Jamie Romanin, said telco vendors have been transforming themselves to become more of service providers.

"There has been a shift in the way that they are going to market. It's less about the connectivity to the customer from a voice perspective and more about how they can enable applications out to their customers," he said.

### NEWS

2012 was not all smooth sailing for some businesses. Companies such as HP, Optus, Telstra, and Corporate Express confirmed redundancies, while other businesses such as Avnet Technology

Solutions and Data#3 conducted restructures to their organisations.

The companies reduced the number of roles and revamped their strategies in response to market outlook.

"By creating a more efficient organisation with a renewed focus on the customer, we will be able to compete more effectively," Optus Australia consumer CEO, Kevin Russell, said.

On the other hand, datacentres boomed. Macquarie Telecom, NextDC, Equinix, Amazon Web Services, Digital Realty, and Datacom are just some of many businesses that have expanded their datacentre facilities in Australia.

Minister for broadband, communications and the digital economy, Senator Stephen Conroy, referred to Cisco's Global Cloud Index, which showed that by 2016, global datacentre traffic will grow nearly fourfold.

"Australian companies increasingly need to consider and adopt Cloud services in an effort to move part of their IT into a datacentre. On an international scale, companies wanting to do business in Australia can experience latency issues so we are seeing many of those making the decision to deploy at onshore datacentres in Australia," he said.

The Prime Minister also recently announced that the Australian Public





# FASTER APPLICATIONS. FEWER COMPLICATIONS. SMARTER SERVERS.

Move from the physical to the virtual world with performance that changes the server landscape. Move to the Cisco Unified Computing System.<sup>™</sup>

With the industry's fastest and most powerful server for virtualization, Cisco helps you move to a whole new level of performance.\*

Powered by the Intel<sup>®</sup> Xeon<sup>®</sup> processor, Cisco Unified Computing System<sup>™</sup> is the server that moves yesterday's data center into tomorrow's productivity center.

Learn more at [cisco.com.au/servers](http://cisco.com.au/servers).



\*For more information, visit [cisco.com/go/ucsbenchmarks](http://cisco.com/go/ucsbenchmarks).

© 2012 Cisco and/or its affiliates. All rights reserved. All third-party products belong to the companies that own them. Cisco, the Cisco logo, and Cisco UCS are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. Intel, the Intel logo, Xeon and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries. All other trademarks are the property of their respective owners.





1. Vince Sorrenti at the ARN IT Industry Awards 2. NextDC datacentre opening in Melbourne 3. McAfee Focus '12 global partner party 4. Alloys celebrates its 30th birthday



Service (APS) will commit to the Government's National Digital Economy Strategy goal by having at least 12 per cent of APS employees telework on a regular basis.

The Federal Government declared November 12-16 to be National Telework Week, a move that drew positive responses from companies such as Citrix, Cisco, Logicalis, and Microsoft.

"Work is no longer a place we go, it is a thing we do. Telework allows companies to reduce their costs while employees improve productivity and flexibility. It's a win-win situation," Citrix A/NZ country director for online services, Seamus King, said.

ARN held its inaugural Women in ICT Awards (WIICTA), presenting six awards that recognise and celebrate female excellence in the ICT channel.

"We live in a country where 51 per cent of the population is female, 53 per cent of university graduates are female - yet once you get to the senior management

table, we aren't represented as we are in the population," Microsoft managing director, Pip Marlow, said.

She added that when the representation of women really represents the market, it will be a great place for women.

#### PRODUCTS

The \$249 Bauhn-branded Android tablets were a surprise top hit in 2012. In June, special buys German supermarket chain, Aldi, began selling the device, for which queues started from as early as 8am and went out of stock in just minutes.

Following the demise of Apple's Steve Jobs last year, the Apple iPhone 5 and the iPad mini were the most anticipated Apple products of the year.

The customer line for the products

commenced at the store's doors and extended around the corner for another 100-metres. The iPhone 5 launch in Sydney even saw protesters in attendance as part of a Give Up For Good initiative.

The iPhone 5 is a thinner, lighter and taller version of its predecessors and the iPad mini, as the name suggests, is a smaller and lighter iPad with a 7.9-inch display.

Apple and Samsung engaged in yet another patent suit. Samsung was hit with 278 claims of patent infringement across 10 devices in its Australian battle with Apple.

Towards the end of the year, Microsoft revealed its latest Windows 8 operating system, which includes a new user interface, a wide range of applications, and the opening of the Windows Store.

"Windows 8 brings together the best of the PC and the tablet. It works perfectly for work and play and it is alive with your world," Microsoft CEO, Steve Ballmer, said during the launch.

The platform has already been adopted across PCs, Ultrabooks, tablet-PC hybrids and showcased on its Surface tablet. The company also launched its next generation mobile operating system, Windows Phone 8, for smartphones.

There has also been an increase in the number of NFC enabled devices, spurring movement in that space.

Vodafone Hutchison Australia recently collaborated with payment technology vendor, Visa, to offer its new smartphone app, Vodafone SmartPass, that will soon enable consumers to pay for goods and services with NFC-enabled smartphones. ■

## OUR 2012 HIGHLIGHTS

**APRIL** Cisco Global Partner Summit, Ingram Micro opens new warehouse

**MAY** Intel Solutions Summit 2012

**JUNE** New Apple store in Broadway opening

**JULY** Synnex Alliance 2012 roadshow

**AUGUST** Distribution Central Delirium 2012 party, HP co-hosts Sydney Fashion Festival, CA Technologies' CA Expo'12

**SEPTEMBER** ARN IT Industry Awards and 21st Birthday Party

**OCTOBER** McAfee Focus '12 global Conference, VMware vForum

**NOVEMBER** WhiteGold 10th anniversary party, Inaugural ARN Women in ICT Awards



**brother**  
at your side



# Faster Printing, Winning Results

Brother's new Monochrome Laser Printer and Multi-Function Centre Series puts your business in front of the competition with an outstanding print speed of up to 40 pages per minute. You can go the distance, printing up to 12,000 pages on a super high-yield\* toner, and avoid frequent refill trips with a 500-sheet capacity paper tray.

Prints on both sides



[brother.com.au](http://brother.com.au)

\*For selected models only.



# VISIONS OF THE FUTURE



2012 has come and gone. It wasn't easy, at times, and the market began to tighten as the year passed. As it changed, some key trends continued on from 2011 while others were new. The result was a channel in change. And it's tipped to do even more so next year. Looking to 2013, **PATRICK BUDMAR** asked industry leaders what they thought the major trends will be and how to prepare for them.

## CLOUD

Cloud computing will continue to mature and evolve into 2013, said NetApp principal technologist, John Martin, and it will also have new requirements. "We will see more being spent on Cloud over the next year, especially in the Software-as-a-Service [SaaS] area," he said. At the same time, organisations are likely to take up "Storage-as-a-Service [StaaS]" to integrate their data management with their Cloud services. "This will engender business efficiencies that weren't possible a year ago," Martin said.

CIOs will become much more savvy in 2013, according to Applaud Services managing director, Ricci Danieleto, especially with how they utilise various Cloud based solutions for the enterprises they are responsible for. "Furthermore, the fear-mongering mentality associated with data being 'offshore' or 'out of country' will also become a moot point," he said.

NetSuite Asia-Pacific managing director, Mark Troselj, expects more universities will build Cloud computing into their degree curricula, particularly in their MBA programs. "Already more higher education business programs are recognising that trends affecting the business community need to be reflected in the classroom, and that students should be ready to hit the ground running with an understanding of Cloud computing," Troselj said.

The continued proliferation of Cloud is expected to impact how people approach backup and disaster recovery appliances, according to Symantec Pacific region specialist solutions director, Sean Kopelke.

"Also, as virtualisation is an enabler for private and hybrid clouds, we'll continue to see more businesses move their business-critical applications into virtual or Cloud environments to achieve all the simplicity, affordability and efficiency that these environments have to offer," he said.

## STORAGE

2013 will be the year to refresh, Intel national reseller channel manager, V.R Rajkumar, said. "Innovation brings choice for consumers, which is fantastic, so our focus will be on educating our partners on how to translate this choice into the right solution for each of their customers," he said. Further momentum with Solid State Drives (SSD) is also expected.

"We've really only scratched the surface with client, and then there's high end systems too," he said.

Although the acceptance of flash based SSDs in the enterprise has been fairly slow due to their high price and limited durability,



# Kensington®

# KEEP YOUR MACS OFF THE STREET.

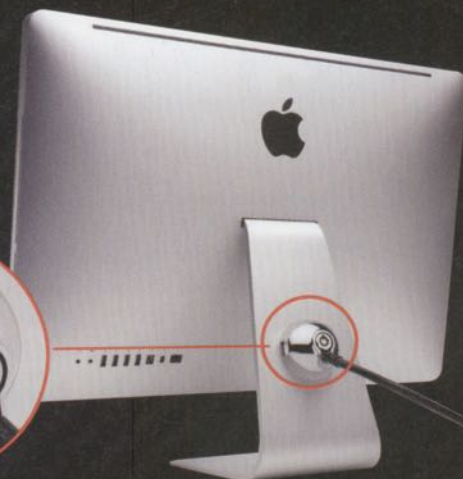
**INGRAM  
MICRO®**  
Partner Smart



Trust Kensington  
Security inventors  
and innovators.

## The simpler, safer, smarter way to protect your iMacs & MacBook Air.

9 out of 10 organisations suffer IT hardware theft\*. But with Kensington® SafeDome®, SafeStand® & SafeDock® security is now simple. Our locks are the strongest and easiest to use, with unique keyless locking. Ideal for small businesses, education and exhibitions, now you can protect your Mac in one click.



\*Source: IDC

**No.1**

World's No.1 seller of  
laptop locks

Over 30 years experience



Master Keyed – individual  
user keys and a master key

Single Keyed – just one set  
of keys for all locks

smart. safe. simple.™

## OUR BUSINESS IS PROTECTING YOURS.

Call 1300 651 124  
[Logon au.ingrammicro.com](http://Logon.au.ingrammicro.com)

Terms and conditions: Resellers must have an account with Ingram Micro. All offers are limited to stock availability on a first served basis. Upon acceptance of this offer Ingram Micro's normal trading terms, conditions and any credit terms applicable to the reseller continue to apply. Images are for illustration purposes only. Any FBT liability is the responsibility of the reward recipient and their employer. Promotion terms and conditions may be changed or varied at any time without notice. Ingram Micro Australia reserves the right to terminate the promotion in whole or in part at any time without prior notice and without liability. Errors and omissions are excluded. The Ingram Micro logo is a trademark used under license by Ingram Micro Inc. ABN 45 112 487 966. All other trademarks, brand names and product names are the property of their respective owners. © Copyright 2012 Ingram Micro Pty Ltd. All rights reserved. For more information visit [au.ingrammicro.com](http://au.ingrammicro.com) or call 1300 651 124



Hitachi Data Systems A/NZ chief technology officer, Adrian De Luca, foresees the emergence of enterprise flash controllers.

"2013 will see the introduction of flash controllers that are built specifically for use in enterprise storage systems and whole storage architectures," he said. "These next generation innovations will increase the durability, performance and capacity of lower cost multi-level cell flash memory."

## PCs

Windows 8 will take off in the tablet space, according to Lenovo A/NZ products and alliances director, David Heyworth. "For many businesses, tablets will be the first step to Windows 8," he said.

Business users this year were forced to take consumer devices into the enterprise, and Heyworth said there have been a lot of challenges associated with this trend from a mobility and security point of view. "For those running Windows 7 or even XP, the Windows 8 tablet will act as the training wheels for a full move to Windows 8," he said.

## WIRELESS

Wavelink managing director, Ilan Rubin, predicted applications will continue to be more demanding, moving from simple e-mail and browsing to streaming video, voice, and large data files.

"More background devices, such as printers, media players, security cameras and building monitoring sensors, will add to demands on wireless performance," he said. "Networks in industries with high wireless adoption, such as education, hospitality and healthcare, will need to be configured to support users who have three or more wireless devices."

***"Many resellers have moved away from box-dropping to providing customers with managed services, where they are no longer selling a technology device, but rather a business solution"***

NETGEAR'S RYAN PARKER

## SOFTWARE

2013 will be the year people realise that open source is a viable, risk-free strategy that can drive lower total cost of ownership, predicted Acquia APAC regional director, Chris Harrop. "People can also achieve faster innovation in the digital space from mobile to commerce to perishable short-term digital projects," he said.

Adobe A/NZ managing director, Paul Robson, said the company will continue to shift its business towards the Cloud in 2013. "For us, the Cloud offers incredible opportunities for us to ensure our customers have access to the latest technology as it becomes available and across any device," he said.

## NBN

Alcatel Lucent Enterprise A/NZ head of channels, Mac Lewis, sees the NBN opening the market for new entrants as services come online in 2013. "New entrants in the market will find it easier to gain access to end customers with new Cloud service offerings," he said.

While carriers such as Telstra are capable of providing Cloud services in some form, Lewis said there is no large uptake of it in the market yet. "In 2013 and beyond, whether it is SMBs or enterprises, businesses will be enabled with greater connectivity via NBN," Lewis said.

## MARKETPLACE

Allied Telesis Australia country manager, Scott Penno, said there is a large number of start-up companies in the technology sector with innovative technologies or solutions to problems. "Instead of organisations being reliant on a small number of vendors to meet most of their technology requirements, we'll see organisations in 2013 employing technology from a larger number of vendors, where each of those vendors are best of breed in their area," he said.

An even closer alignment between technology initiatives and organisational strategy will take place, according to Lexmark A/



WANT TO GET  
YOUR HANDS ON  
AN IPAD? OR IS  
SKYDIVING MORE  
YOUR THING?



**Backup Power  
(UPS)**

99% energy efficient with  
intuitive LCD display.



**Rack Power  
Distribution**

Manage power  
consumption.



**Power Management  
Software**

Optimised for virtualized  
environments.



## Selling Eaton's reliable IT power solutions will bring you rewards.

Become an Eaton PowerAdvantage® Partner now.

Welcome to PowerAdvantage Rewards. Eaton's new easy-to-use points based reward program, which gives you access to a selection of over 3,000 fantastic products and experiences.

It's easy to earn points, simply the more Eaton products you sell the more points you get and the closer you are to some great rewards.

**For further information:**

Visit [powerquality.eaton.com/australia](http://powerquality.eaton.com/australia) and click on become an Eaton partner.

Switch  ON to Eaton.

**EAT•N**  
AUTHORISED  
Distributor

**EXPERIENCE IS THE DIFFERENCE...**

**Call your Dicker Data representative today on 1800 688 586**

**Fax: 1800 688 486 Email: [orders@dickerdata.com.au](mailto:orders@dickerdata.com.au) Website: [www.dickerdata.com.au](http://www.dickerdata.com.au)**

Terms and conditions apply, visit [powerquality.eaton.com/australia](http://powerquality.eaton.com/australia) for more information. Resellers must have an account with Dicker Data. All other normal trading conditions apply. Errors and omissions are excluded. All trademarks, brand names and product names are the property of their respective owners. 78086

**dd**  
dickerdata



TOSHIBA  
Leading Innovation

ASUS

SAMSUNG

lenovo

NETGEAR

EAT•N

SONY  
mobi.believe

Targus

omega

imation

belkin

BUFFALO

Microsoft

Canon

FUJIFILM



NZ marketing manager, Stephen Bell.

"This extends beyond the traditional cost reductions and productivity to an increasing focus on differentiation through improved customer service," he said. "Many of our customers are looking to consolidate vendors, dealing with fewer suppliers who can work more closely with them to deliver greater value."

To coincide with the technological change taking place, Netgear A/NZ managing director, Ryan Parker, expects resellers will play a more important role in the success of small businesses. "With shrinking IT budgets and smaller IT departments, many businesses are looking to implement evolving technologies that provide increased productivity and resiliency," he said. "As a result, many resellers have moved away from box-dropping to providing customers with managed services, where they are no longer selling a technology device, but rather a business solution."

As existing players get beyond the initial cash flow draining start-up, R&D and expansion phases and begin to solidify their revenue streams, BitCloud managing director, Bennett Oprysa, expects "a fresh wave of more aggressive competition for market share."

McAfee APAC channels and alliances senior director, Craig Nielsen, expects to see customers consolidating the security technology they use. "By reducing the number of niche vendors in their security portfolio, they can reduce costs and increase operational efficiency," he said.

general manager, Jim Watson, sees the surge in corporate iPad deployments only accelerating the "there's an app for that" trend. "Already, half of Gen Y use Facebook for work purposes on their smartphone outside office hours, and 13 per cent connect to LinkedIn via their mobile device," he said.

Thomas Duryea Consulting CEO, Andrew Thomas, expects to continue seeing a lot of device innovation at the endpoint through new Ultrabooks, tablets, phones and other devices, which will fuel more demand stemming from employees or businesses to put in place BYOD programs. "Collaboration and teleworking will be increasingly important themes in 2013, with Gen Y staff and older employees demanding more flexibility around how they work," he said.

## ***"The foundation of all Cloud services will be compromised"***

WATCHGUARD TECHNOLOGIES', PAT DEVLIN

## **PROVISION**

MyNetFone CEO, Rene Sugo, foresees the rise of "over-the-top" (OTT) content providers delivering additional functionality. "A lot of providers are trying to put more value in their bundles to justify the price rises," he said. "The question will be how will consumers take it?"

Sugo said there are many value-added new services and features coming into the market all the time, so traditional providers will continue to struggle to integrate them into their plans and billing systems in 2013.

## **MOBILITY**

Vice-president for Brocade Asia-Pacific, Charlie Foo, sees bring your own device (BYOD) getting serious in 2013. "Businesses in APAC have accepted that they cannot stop the incoming tide of mobile devices into their networks and are looking at how to integrate a mobility strategy into their networks, especially from a security standpoint," he said.

Foo also sees the marriage of smart phones, tablets and phablets reaffirming the consumer led movement. "Consumers will be able to access corporate applications from anytime and anywhere, and this will directly reduce procurement costs," he said.

Enterprise collaboration, such as sharing documents, project management, and instant messaging, will be popular via apps downloaded to mobile devices in 2013.

Good Technology APAC vice-president and corporate

## **DATA GROWTH**

Seagate Technology Asia-Pacific and Japan senior vice-president and managing director, Ban Seng Teh, expects data consumption and creation, and global internet connectivity growth continue to be very robust. "For example, in 2012, the total digital information in the world is about 2.7 zettabytes," he said. "This is increased by almost 50 per cent since 2011." He added that between 2015 and 2016, the increase of global traffic will be more than 330 exabytes, almost equal to the total amount of global traffic in 2011 of 369 exabytes.



LENOVO X1 CARBON NOW AVAILABLE AT DICKER DATA



FORGED

FROM CARBON FIBER

UP TO INTEL® CORE™ I7 PROCESSOR

LIGHTWEIGHT

STARTING AT 1.3KG

LEGENDARY

BACK-LIT ISLAND STYLE KEYBOARD

SUPERIOR

CONNECTIVITY WITH  
USB 3.0 AND MINI DISPLAY PORT

ULTIMATE

PERFORMANCE USING  
INTEL 3RD GENERATION CORE PROCESSORS

ULTRABOOK™. INSPIRED BY INTEL.

# Lenovo X1 Carbon.

Now available at Dicker Data.



**EXPERIENCE IS THE DIFFERENCE...**

**Call your Dicker Data representative today on 1800 688 586**

**Fax: 1800 688 486 Email: [orders@dickerdata.com.au](mailto:orders@dickerdata.com.au) Website: [www.dickerdata.com.au](http://www.dickerdata.com.au)**

**lenovo. FOR  
THOSE  
WHO DO.**

Intel, the Intel Logo, Intel Inside, Intel Core, Ultrabook, and Core Inside are trademarks of Intel Corporation in the U.S. and/or other countries. Resellers must have an account with Dicker Data. All offers are limited to stock availability on a first served basis. All other normal trading conditions apply. Errors and omissions are excluded. All trademarks, brand names and product names are the property of their respective owners. 78073





## PRIVACY

Issues related to privacy are expected to heat up over 2013 as Governments around the world focus on improving existing privacy laws, introduce mandatory disclosure of data breaches, and ensure that businesses are held accountable for poor security practices, AVG Technologies Australia security advisor, Michael McKinnon, said.

"In Australia there will be continued discussions in 2013 around how law enforcement agencies continue to intercept, collect and store data to help fight crime and the implications this has on the privacy," he said.



## VIRTUALISATION

CA Technologies channel senior director, Klasie Holtzhausen, sees partners progressing their engagements with customers in virtualisation from basic implementations of traditional hardware virtualisation to the next level of applying service virtualisation.

"These more sophisticated stages of virtualisation require a different way of thinking and have a far stronger business case on how partners can help customers reduce cost, improve quality and deliver application in production much faster," he said. "It will transform heterogeneous systems and resource constrained capabilities."

The desktop virtualisation business will expand substantially in the corporate market in 2013, according to Citrix A/NZ channel director, Neville James.

"Adoption and penetration rates in the enterprise market have led to overall business growth," he said. As strong productivity results continue to accrue in this segment, James also sees more corporate businesses in Australia embarking on projects relating to work-shifting, mobility and BYOD.

***"Businesses in APAC have accepted that they cannot stop the incoming tide of mobile devices into their networks and are looking at how to integrate a mobility strategy into their networks"***

BROCADE'S CHARLIE FOO



## SECURITY

Cyberconflicts will become the norm in 2013, Earthwave CEO and founder, Carlo Minassian, said. "This will powerfully influence public perceptions," he said.

For example, a high-profile use of cyberwarfare somewhere in the world that paralyses critical infrastructure could have a significant media impact.

"This would not only accelerate the push for countries to develop legislation to protect themselves against cyberwar, it would also raise awareness about the ubiquity of other risks like ransomware or mobile adware/malware," Minassian said.

Dimension Data security national manager, Jason Ha, expects organisations to continue looking for more detective capability in their security environments. "This is fuelled by the need to gain more visibility of threats occurring in the environment," he said.

Ha added data security will increase in importance overall, both in terms of data governance, such as where are critical information assets are stored and who has access to them, and active data protection at the source of data and in use.

Employees are requiring access to more and more applications from just about anything with an IP and a screen, according to F5 Networks A/NZ managing director, Kurt Hansen. "Combined with the fact they are also dealing with key issues like larger, more complex datacentres and limited IT resources, 2013 looks to be a year of breaches, application security and even hacker defections," he said.

Attacks against hypervisors connected to the Internet will take place in 2013. "In other words, the foundation of all Cloud services will be compromised," WatchGuard Technologies A/NZ regional director, Pat Devlin, said.

While Cloud services represent a large target, most tend to be based on just two or three technologies. "A significant exploit of ESXi or Hyper-V will have massive ramifications for all cloud customers," Devlin said. ■







# I DON'T FOLLOW THE HERD

I said no to the status quo and yes to ShoreTel UC

When you leave the herd the grass is greener and so is the profit. ShoreTel and ViViD Systems combine a brilliantly simple product portfolio with an award-winning channel program. Everything you need to succeed. ShoreTel's fundamentally different, all-in-one unified communications (UC) system is backed by custom selling tools and advanced training. Which means greener pastures for you and your customers. To hear more, e-mail us at [shoretel.marketing@vividsystems.com.au](mailto:shoretel.marketing@vividsystems.com.au) to receive a white paper and a \$20 iTunes gift voucher. Visit [vividsystems.com.au/shoretel](http://vividsystems.com.au/shoretel).

Copyright © ShoreTel 2012. All rights reserved.

 **ShoreTel**  
Brilliantly simple™



**ViViD SYSTEMS®**  
free yourself





# CELEBRATING *excellence*

The inaugural ARN Women In ICT Awards have been presented at a glittering ceremony. Associate Editor, **JENNIFER O'BRIEN**, details the winners and wraps up the event

**M**ore than 120 people attended the inaugural ARN Women in ICT Awards (WIICTA), which were presented at a lavish luncheon in Sydney at the Ivy Ballroom.

Master of ceremonies, Geraldine Doogue, noted Australian journalist and radio and television host, presented the six awards which recognise female excellence in the ICT channel, rewarding professional achievements and outstanding results in the industry.

The inaugural awards celebrate the achievements of a talented crop of female front runners who have made it through to become influential figures in Australia's ICT industry. The awards also recognise the rising stars in the industry, women

who are quickly growing in importance in the ICT industry.

Doogue kicked off proceedings with a recognition of the importance of hosting the awards, and the need to recognise female excellence in what is still considered a male dominated industry. She acknowledged similar gender inequality and hurdles faced by women in the media profession.

"In the media, there have been issues for many years. We've laboured under the knowledge that a lot of the women in the industry weren't being developed to their full potential," Doogue said. "We have been consciously, and unconsciously, discriminated against in other areas – in politics, in the area of sport, often in areas of medicine. You'll come up and see very similar patterns emerging time and again."

Doogue said she was thrilled to be involved with the WIICTA awards as the inaugural master of ceremonies - an event that will encourage diversity in the ICT workplace. "The awards are attacking a systemic issue," she said, and will make a difference in recognising and rewarding ongoing female ICT excellence.







# Marlow encourages future female leaders to take risks



Calling herself "an accidental arrival in IT", Microsoft managing director, Pip Marlow, said it is time for women in IT to get over the "imposter syndrome", stand up and ask for promotions - and above all be ready to take risks.

Marlow revealed her 'lessons learned' and advice to aspiring female managers and senior-level executives during her keynote address at ARN's 2102 Women in ICT (WIICTA) awards at the Ivy Ballroom in Sydney.

"Like many women, I suffer from the imposter syndrome," Marlow said in her opening remarks.

"I will tell you there are days I feel like a fish out of water. I go into a meeting and maybe I am the only one that looks like me. Maybe I am the only woman in that meeting, and that's not just in IT," she said.

She is one of five women (out of 108 CEOs) that is a member of the Business Council of Australia.

In feeling like a fish out of water in a sea of men, Marlow said women need to start believing they deserve a seat at the table.

"We deserve a seat at the table. One thing I found is I didn't actually put myself at the table. I allowed other people to ask for that job - and I didn't put myself forward. My experience with myself and in working with women is, we tend to think that we have to be 90-95 per cent ready to get a job.

## PERFECTIONISTS

"We are perfectionists. I don't always feel that is the same for men. I would encourage you as women leaders, and as the next potential managing directors of the company that you work for - put your hand up and ask for the opportunity. Say, 'I really think I can do that.'"

She also encouraged women to adopt a sense of honesty and realism - an authentic self which often makes for a great leader.

"As I've gone through this journey, you've got to be authentic about what you do. A great manager of mine, Steve Vamos, taught me some important things: 'If you want to be a great people manager, you've got to care. And if you want people to care, you actually have to care.' It is a true lesson. You can't fake caring, and you can't fake being authentic."

She encouraged the WIICTA crowd to rely on the shoulders of other women in the ICT community, as well as male managers and counterparts, and to take advantage of the power of networking with a view to fostering sponsors and mentors.

"You have got to back yourself and you'll be surprised how many people will back you as well. Women in the IT community are really supportive. I've had people back me and encourage me. You're not alone, trust me, there are great people who are out there who want to help you and make you successful."

## RESPONSIBILITY

Marlow said being a female leader in a male dominated industry gives her an enormous responsibility.

"I have a responsibility as a female in this position to tell that story, to share some of the things that I do. I'd like to show women that they can make the choices, they can have a career and they can reach those career heights, but also not sell their soul at the same time."

It is important to strike a balance in work and home life and to be able to flourish both personally and professionally, she added.

"The last thing I would say is look after yourself; be true to yourself. Those are really important things to do.

"One of the things I'm guilty of is putting myself last. I spend time at work. I spent time with the kids, with my husband, and suddenly there is no time for myself. When you don't look after yourself and get the balance you need, you're not the best you can be. Think about ways to take care of yourself."

## NUMBERS SPEAK VOLUMES

Microsoft Australia managing director, Pip Marlow, said the company recently benchmarked the percentage of women in IT.

"We used to say it was 26.2 per cent in our internal benchmarking across the industry. Recently, in our last benchmarking it went down to 23 per cent. I was, of course, disappointed."

"For us, we live in a country where 51


per cent of the population is female, 53 per cent of university graduates are female - yet once you get to the boardroom or to the senior management table we aren't represented as we are in the population and certainly as university graduates. So something happens between university and the boardroom."

"When we see the representation of women really represent what the market

is, then I think it will be a great place for us - but in the meantime I think we need to celebrate the achievements of great women in the industry and actually shout it out loud because there's such incredible talent I get to see across the board. It's so great to see it in this room - and congratulations to the finalists and let's hope we can celebrate today and then celebrate a day when it's not needed."



Beautiful, fast, fluid

 Windows 8

# The road is tough. But now it's protected.

**Bonus\* 1 year ADP Care Pack for peace of mind to get you back to work faster.**

For a limited time, when you purchase eligible HP Ultrabook™ Business Notebooks, you can redeem a bonus\* 1 year Accidental Damage Protection Care Pack to enhance the support coverage of your notebook. Whether you're in the office or on the go, HP's Business Ultrabooks™ deliver the perfect blend of mobility and performance, so you can travel light, but do more. Enterprise ready. IT friendly. All business.

Go to [hp.com.au/UltraProtect](http://hp.com.au/UltraProtect) or contact your preferred HP Reseller for more information.











# ONE APPLIANCE END-TO-END BACKUP

## EARN YOUR SHARE OF A FAST-GROWING MARKET

The Symantec™ Backup Exec™ 3600 Appliance is your opportunity to earn a share of the fast-growing Backup Appliances market – growing at 34.6% and predicted to be worth \$250m by 2013\*.

Ideal for SMBs and larger businesses with remote offices, this compact solution delivers world-class backup for VMware®, Hyper-V® and physical environments, complete with built-in storage and end-to-end deduplication.

### The Backup Exec 3600 Appliance:

- Market-leading Backup Exec™ 2012 software now delivered as an appliance
- An all-in-one solution for an easier sale
- Includes hardware, software and support
- Shorten the sales cycle and create larger deals
- Be the trusted advisor that provides a proven product in a great new form factor

\*APJ 2012 Backup Appliances market forecast  
(Source: IDC and the Symantec Yellow Book)

To start selling Backup Exec Appliance, contact your authorised Symantec Distributor. For assistance in creating Backup Exec pipeline generation programs contact the Partner Marketing Centre:  
[APJ@symanteccampaignsupport.com](mailto:APJ@symanteccampaignsupport.com)



# And the winners are ....



## THE ACHIEVEMENT AWARD

The ACHIEVEMENT award went to SARA ADAMS of Cisco Systems Australia. Sara won the award for her proven leadership skills and outstanding commitment to the Australian reseller channel.

She was named Cisco's Managing Director of the Partner Business Group in 2012, a leadership role that sees her implementing the strategy for the company's largest portfolio of business within the region.

Her global experience, proven results and career advancements at Cisco and her ongoing efforts as a role model and mentor to other career women, are some of the key reasons why Sara is being recognised today.



## THE RISING STAR AWARD

The RISING STAR award was presented to RHODY BURTON of VMware Rhody won the award for her dedication to career advancement and commitment to Australian IT.

She started in 1997 at Seagate Software, developing a love for the channel. Through hard work and guidance she landed some key promotions. At 26, Rhody was one of the youngest managers globally. At VMware, Rhody has demonstrated thought leadership and innovation.

In the next 12 months, Rhody will be managing a different division of the partner team to gain new skills and to further develop her IT career.



## THE ENTREPRENEUR AWARD

The ENTREPRENEUR award was won by DAWN EDMONDS of NewLease Dawn won the award because of her leadership skills and entrepreneurial success.

She was integral in establishing NewLease and in clinching some top accolades including Microsoft Australian Distributor of the Year Award 2011.

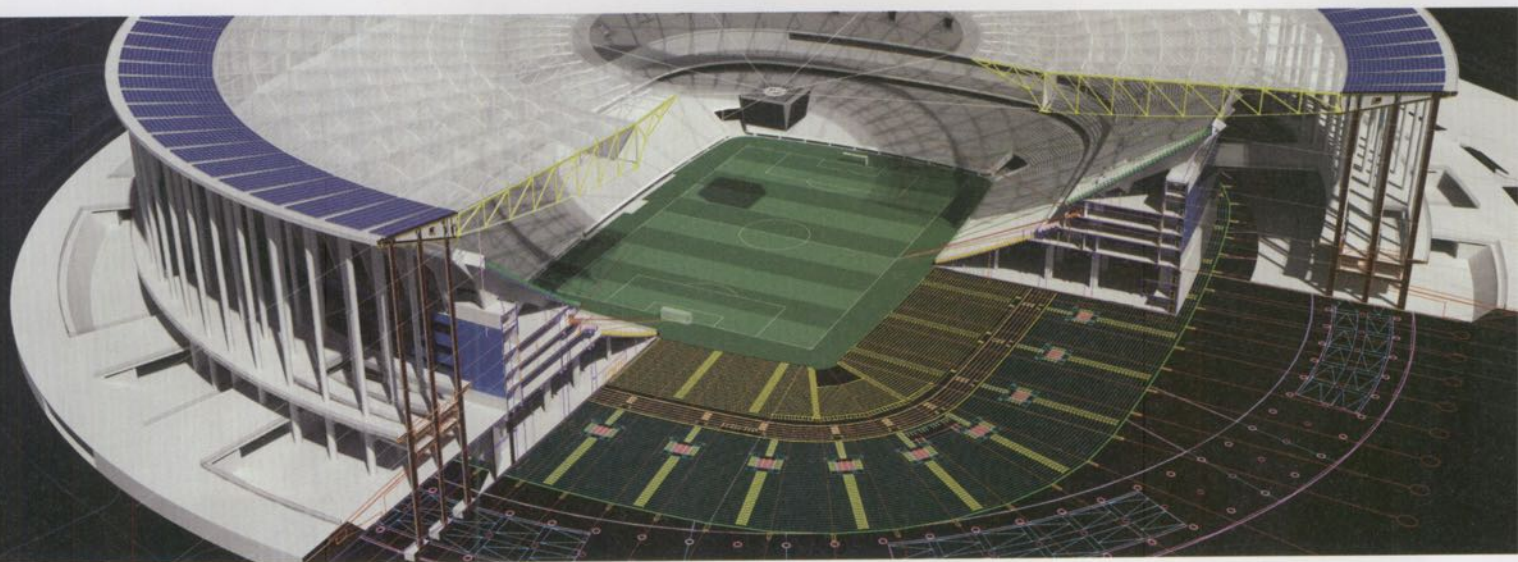
As Chief Operating Officer, Dawn has developed operational and reporting processes that have been recognised as world's best practice.

Prior to NewLease, Dawn was instrumental in building two successful start-up businesses in labour hire and IT outsourcing.





# Autodesk



## Form, Meet Function.

AutoCAD LT®. Now on Mac®.

### **AutoCAD LT® for Mac®: Powerful Drafting Tools on the Platform That Inspires.**

You're a creative professional. You design to express ideas and showcase innovation. And that requires tools to support your needs with precision, native intelligence and a smart workflow. It also requires a work environment that fuels creativity and allows inspiration to strike. So now, Autodesk, a world leader in design software, brings you AutoCAD LT® for Mac®, delivering a robust set of powerful drafting tools on your platform of choice.

#### **AutoCAD LT for Mac offers**

- ▶ A streamlined toolset of one of the industry's most used drafting applications.
- ▶ Tools to create precise 2D documentation you can edit, repurpose, and share.
- ▶ Native DWG support for the Mac platform.
- ▶ Drafting tools that utilize Mac OS® X Multi-Touch gestures and Cover Flow.

The time has come to work with the tools you need, in the environment that best inspires your creativity.

**Discover AutoCAD LT for Mac**

To find out more about AutoCAD LT for MAC, please contact **Express Data** at [autodesk@expressdata.com.au](mailto:autodesk@expressdata.com.au) or **Ingram Micro** at [autodesk@ingrammicro.com.au](mailto:autodesk@ingrammicro.com.au)







ARN's Susan Searle, Master of Ceremonies, Geraldine Doogue, and Microsoft's Pip Marlow

#### THE TECHNICAL AWARD

The TECHNICAL award went to VANESSA SULIKOWSKI of Cisco Systems Australia. Vanessa won the award for her noted technical contribution to the ICT Industry.

She has the ability to take complex business requirements and design solutions that improve the overall direction of the business.

As Senior Technical Solutions Architect she was awarded the Cisco "Chairman's Club Award" for technical excellence in 2011 and has built a reputation as a "go-to" person for technical queries and is a key contributor in the training of other engineers across Cisco and its reseller partners. She is a regular speaker at industry events.

#### THE COMMUNITY AWARD

The COMMUNITY award was won by AMY CHRISTOPHER of Symantec. Amy won because of her ongoing dedication to promoting the environment, ensuring corporate responsibility and developing opportunities for women in IT.

In addition to her role as the APAC channel marketing manager, Amy volunteers her time as the Chair of the Symantec Community Relations Committee, focussing on environmental responsibility; diversity and inclusion; online safety; and career development for women. In her 15 years in the IT industry.

Amy is recognised as a strong champion for women in IT.

#### THE INNOVATION AWARD

The INNOVATION award was taken out by EMMA SCOTT of Express Data. Emma won the award for her creative work on various projects and positions in product management, licencing and marketing over her 13-year career at ED.

Her proven success in leading the implementation of a challenging, yet pivotal marketing intelligence project within the marketing department is well recognised and received by the organisation.

The project involved compiling a comprehensive end-user database based on the reseller customer registrations. Emma systemised the integration of this knowledge management into ED's business processes.







**McAfee®**  
An Intel Company

McAfee is proud to support the inaugural Women in ICT awards. We congratulate this year's winners and finalists. We value our ongoing partnership with ARN, which allows us to get closer to our partners and help shape the future of the industry.

As the world's largest dedicated security company, and one of Australia's best places to work, McAfee is big enough to offer career opportunities on a global scale, and small enough to care about individual career development.

We have a commitment to leadership that values expertise, partnership, integrity, results and courage.

At McAfee we create an environment where employees are encouraged and rewarded for being the best they can be. Where people no longer talk about being engaged in the business, but are actually living an engaged culture.

McAfee and our valued Partners live for the challenge of liberating and protecting our customers by staying ahead of the bad guys in our relentless search for safe.



GREAT  
PLACE  
TO  
WORK®

Best  
Places  
to Work 2012  
Australia



**BRW.**

[www.mcafee.com/au](http://www.mcafee.com/au)

**SAFE NEVER SLEEPS.™**



# The importance of workplace diversity

ARN publisher and president, **SUSAN SEARLE**, addressed the gathering and discussed the need for the Women in ICT Awards.

I've had the honour of working with the ICT industry for 30 years and it has taken a long time for the importance of workplace diversity to emerge.

All the studies agree that it's a given that diversity in the workplace increases productivity, effective problem solving, yields better business results, assists competitiveness, and facilitates attraction and retention of talented staff. Today, an increasing number of Australian companies are embracing policies of diversity and inclusion; many of those companies are in ICT. And yet the industry's gender disparity suggests that insufficient steps are being taken to expedite gender diversity as a core operating principle.

Australia's IT culture continues to be documented as male-dominated, antisocial, individualistic. Even if women are attracted to IT and gain the necessary skills, they are more likely to leave than men. The good old boy culture makes women feel like outsiders, they lack role models and can't compete with male individualism which impedes the creation of mentoring networks. Women get stuck in middle management and suffer from inflexibility surrounding their family commitments.

That's all the bad news! As we can see today, many successful women in ICT have faced these scenarios, played the game and excelled. But I wonder if it's against the odds!!!

Some facts: There are 17 men in today's audience at a celebration of female excellence; out of 50 plus nominations, only 7 male managers nominated their female staff; and despite the universal quality of nominees, the aspirational and socially aligned categories were much better subscribed to than the achievement and entrepreneurial categories.

## CHANGE THE RULES

My suggestion today is playing the game is not enough. We need to change the rules.

A vibrant technology industry requires lifestyle options that attract and retain talented people. Companies must have an understanding of the personal and workplace environment factors that affect women's career development in ICT. Organisations have it in their power to profit from women's



motivations and aspirations, so they need to play a key role and create workplace environments where women are offered flexible and remote work arrangements.

As proponents of a mobile workforce and lifestyle, the IT industry has a lot to be proud of, so it's time to change the rules in our own back yard. And mentoring programs, not just at a senior management levels, will help women feel connected and aligned. There is no doubt about female loyalty, but it has to be earned.

Having a diversified workforce can be a corporate game changer... the stats prove it! But this is no 20/20 match. Gender diversity is gradually being addressed in ICT with workplace flexibility as a developing initiative. In the interim, women need to work out where they want to be, how they want to work and ask for it. But companies should be on the front foot as well to get the most from their workforce.

Today's wonderful forum at these inaugural awards proves that the talent is here and ready to bat. Let none of us be stagnant and go for the draw. ■



FIND A BETTER WAY  
WITH YOUR LOCAL HUAWEI TEAM.

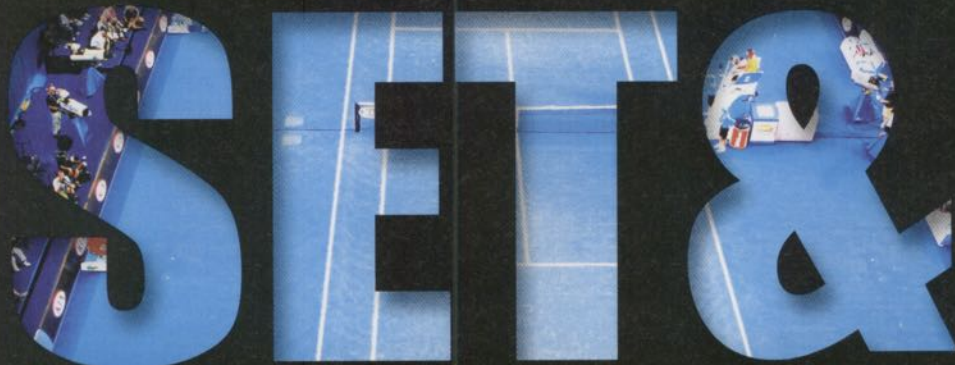
Visit [expressonline.com.au/huawei](http://expressonline.com.au/huawei) or call 1800 Huawei.



Toshiba recommends Windows 8.



# TOSHIBA'S



WIN INSTANTLY



WIN WEEKLY



WIN THE GAME



GAME ENDS DECEMBER 31ST. REGISTER NOW!  
[mytoshiba.com.au/gamesetmatch](http://mytoshiba.com.au/gamesetmatch)

**SELL TOSHIBA ULTRABOOKS AND YOU  
COULD END UP ULTRA-CLOSE TO THE ACTION.**

Toshiba's Game, Set & Match gives you a shot at winning the Australian Open or netting other great prizes. Gaining entry is easy. Just sell any of Toshiba's benefit-loaded Ultrabook™ range powered by Intel® Core™ i3, i5 or i7 processors. Play (or see the T&Cs) at [mytoshiba.com.au/gamesetmatch](http://mytoshiba.com.au/gamesetmatch) Ultrabook™. Inspired by Intel.

Ultrabook is a trademark of Intel Corporation in the U.S. and / or other countries.

SELL	SCORE
Intel® Core™ i3	1 entry
Intel® Core™ i5	2 entries
Intel® Core™ i7	3 entries

**TOSHIBA**  
Leading Innovation >>>



# LITTLE BIG PRINTER

With SMBs ruling the Australian business landscape, **PATRICK BUDMAR** decided to find out what printer vendors are doing to appeal to this market.

**N**o office is complete without the trusty printer, even in this age of paperless offices. While big businesses have requirements that are large and all-encompassing in nature, SMBs are a different story and tend to look for a different approach to their printing needs. This prompts the question of what exactly vendors are doing to tailor their printing solutions for smaller businesses.

A lot of vendors may be used to dealing with large enterprises and tailoring to their various needs, but are they just as well positioned with SMBs? According to HP Australia printing systems category and marketing manager, Jason Su, the printing needs of SMBs and large enterprises, for the most part, are quite similar. "Quality and ease of use are key priorities for both," he said. "However, we understand that small businesses lack the infrastructure and IT support that larger organisations have."

So if an SMB encounters a problem, the

productivity of the entire business can be affected. For this reason, Su said HP printers have been engineered for reliability to ensure the vendor is a low risk and more productive choice for SMB clients.

"SMBs remain focussed on finding ways to decrease the costs of running their business, and HP printers can actually pay for themselves through the energy and paper savings," he said. For example, a simple change to duplex printing has the potential to reduce paper usage by up to 30 per cent.

Su also highlighted the trend in both the enterprise and SMB space to move toward a more mobile workforce. This, in turn, can result in more information being stored in the Cloud and requiring a new approach to security. "For this reason, we offer solutions for both within the box and as add-on solutions for SMBs and enterprises," Su said.

Fuji Xerox marketing and channel operations manager, Anthony Toohey, said large enterprises are very much focused

on service solutions, and there are many stakeholders such as IT administration, government, and environmental. SMBs, on the other hand, tend to have less decision makers in terms of going to market.


"Today, SMBs are getting all of the advantages of the benefits that large enterprises had for quite a long period of time in terms of solutions that can be offered to them," Toohey said.

For example, up until recently, only large enterprises had the benefit of internal software, to fault find externally within an organisation, and the ability to order toner or service online.

"All those areas were only the domain of large enterprises, which were demanding big and large solutions," he said. However, SMBs can now take advantage of a lot of tools that have been designed for enterprise. "They are gradually trickling down to organisations, which is a good thing for the channel because it means they can be geared up to supply SMBs," Toohey said.

Take advantage of fresh angles to win more business with Huawei and Express Online. **A Better Way.**

Download your partner information pack and receive a complimentary Huawei E586 Personal WiFi Mobile Hotspot.\* Visit [expressonline.com.au/huawei](http://expressonline.com.au/huawei) or call 1800 Huawei.

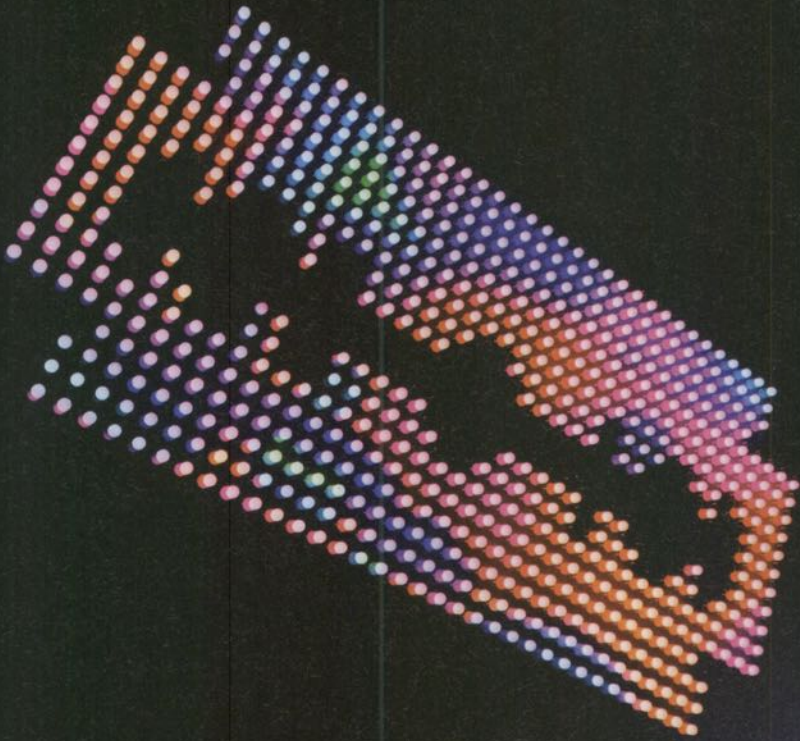
 **expressonline**





# OKI

VISIT [OKILED.COM.AU](http://OKILED.COM.AU)



**SWITCH**  **SHARPER IMAGES**

SWITCH TO **OKI LED PRINTING**



**PRODUCT OF THE TIMES**

No business is a static entity, and this is especially true for SMBs which are often evolving at a rapid pace. Canon business marketing group manager, Luke Maddison, attributed this to organisations having to achieve more for less, whilst at the same time focusing on improving productivity year on year.

"We suspect this has been largely linked to challenging economic circumstances in recent times," Maddison said. "However, we are now definitely seeing a shift from a focus purely on cost to a focus on productivity."

As the needs of businesses change, Maddison said Canon has not been sitting idly by. "We continue to play an ever evolving role in servicing customers and must now be able to provide a complete suite of services and products to address customers' needs," he said.

In addition to the implementation of complete new systems, Maddison said this also covers the integration of legacy equipment and processes for a "more efficient and advanced solution."

Mobility is identified by Maddison as a key factor not only with SMBs but with the enterprise. "Employees are spending more time travelling in and out of the office whilst demanding the same flexibility of solution as if they were stationary in one location," he said. "For

this reason, it's vital that solutions are scalable and can enable the same level of flexibility and security for the SMB as for the enterprise environment."

Lexmark A/NZ marketing manager, Stephen Bell, has seen the pace of

of business as customers look for newer ways of dealing with businesses.

"People are asking how this mobile 'fleet' will integrate with existing infrastructure and how it can be leveraged for competitive advantage," Bell said. "They are also

***"No business is the same, and printing and document solutions must be designed to optimise efficiency and enable faster and better business operations"***

CANON'S LUKE MADDISON

business continue to increase while the administrative burden is also growing for many, usually in the form of regulatory and process compliance. This is building a need to be faster, more cost effective, and more responsive to customer needs in order to stay in front.

"The speed at which we can digitise a document can mean the difference between weeks or seconds for managing cash flow," he said. "This means that business processes must be simpler, data collection more streamlined, and the availability of information, documents and data needs to be integrated and on-hand."

Technological changes such as the Cloud and the proliferation of mobile devices have also contributed to the increasing speed

wondering if the information captured on mobile devices is immediately available to the people who need access to it."

**TAILOR MADE**

Large vendors often work on a mass market model to meet the demands of the mainstream, but the diverse nature of SMBs means that a "one-size-fits-all" model is not enough. To make in-house print production a reality for all SMBs, Kyocera document solutions sales director, Mark Vella, said the vendor has a 'three-tiered billing' model. "In a nut shell, it provides lower house cost for colour printing," he said. Instead of a fixed cost for all colour printing, the customer can pay a different rate

**Local tastes shape SMB market in Australia**

Due to the size of the SMB market in Australia, printer vendors have already had experience over the years in meeting their print demands. In the process, they have discovered what aspects of their solutions have appealed the most to local businesses.

Having pioneered LED technology, Oki Data A/NZ marketing manager, Antonio Leone, said it forms the core of the vendor's value proposition. "LED delivers a range of benefits including reduced power consumption, enhanced print quality and paper handling, as well as superior reliability with less components at risk of failing," he said.

Leone said the benefits of LED become more pronounced for Australian business if framed against the current climate of greater consideration for running costs.

"There is a need to reduce downtime caused by poor reliability, as well as the need for a printing solution to adapt to more versatile needs whilst delivering high quality output," he said. For those reasons Leone said LED technology provides a good reason for business to either join or continue using Oki products.

Konica Minolta Australia national marketing manager, Stevan

Caldwell, said local customers appreciate its streamlined document management approach.

"IDC conducted a survey that revealed the average time spent searching for information by an employee is 8.8 hours per week," he said. "Over time, this amounts to a massive loss of productivity."

**SCANNING DIRECTLY**

Konica Minolta helps small businesses overcome this by allowing scanning directly from the multifunction printer into collaboration solutions like SharePoint, a designated folder on a secure network, or directly back to a user's computer.

Another aspect that Caldwell said Australian businesses have warmed to is the vendor's optimised print services. "We offer a range of services designed to take the worry out of managing printers," he said.

To ensure information stored office printers and multifunction devices do not fall into the public domain, services offered by Konica Minolta range from automated toner delivery and service calls to cost reporting and security services.



The ultimate set of creative tools with the business-sized features your customers need.



# Introducing Adobe® Creative Cloud™ for teams

**A new way to engage your customers.**


Adobe® Creative Cloud™ for teams provides organisations with access to any of the Adobe CS6 applications, along with feature updates and new tools and services as they become available. With lots of team-specific features it makes working together—and managing licenses—easier than ever.


*Available to APC certified resellers. Learn more at [adobepartnerconnection.com](http://adobepartnerconnection.com).*



# Trusted Profitable Partnerships

**WAN** National internet, data  
and wide area networks

 National hosted IP Tel  
solutions

 Voice, video and mobile  
integration

- › Award-winning Australian telecommunications company
- › Generous commissions
- › Training and marketing support
- › The right price upfront

WA - SA - VIC - NSW - QLD - NT

To find out more about our  
channel & reseller program go to:

[amcom.com.au/channel](http://amcom.com.au/channel)

1800 428 428

**amcom**

Great **People**. Great **Service**.

## TECH WATCH

### printers

depending on how much colour is printed on the page for a potential reduction of up to 50 per cent.

Three-tiered billing is offered alongside Kyocera's managed print services (MPS) solution, which is designed to provide customers with personalised solutions and monthly invoices that covers all hardware, consumables and service.

Vella said this approach enabled Kyocera Document Solutions to be named in this year's Gartner Magic Quadrant for MSP worldwide report. "From initial audit to ongoing optimisation and remote device management, we act as a true consultant and business partner to SMBs from all industries," he said.

Canon's Maddison said the vendor is constantly innovating and remaining one step ahead of the market whilst anticipating the future requirements of its customers. "Solutions such as the Canon Flexi Choice plan is designed and developed to suit an individual organisation's printing behaviour," he said.

By combining document management and workflow needs, Maddison said Canon is able to provide cost savings to businesses,

as well as allow them to focus on improving productivity in the work place.

As mobility is the buzz word at the moment, he said the trend plays a significant role for Canon in providing tailored solutions to its SMB customer base.

"The connectivity of printing devices ensures we enable SMBs businesses to move with its employees regardless of the location, be it in the office or on the move, accessing documents via a PC or a mobile device," Maddison said. "Each individual receives a consistent and reliable experience wherever they are."

Another way, he said, Canon has been attempting to provide a customised offering is by providing capture tools that scan and extract key information from documents. With the digitalisation of workflows and information, businesses want to connect and integrate with their back office in real time.

"No business is the same, and printing and document solutions must be designed to optimise efficiency and enable faster and better business operations, which ultimately create better business results," Maddison said. ■

## The incompatibility list

■ AGAM SHAH

HP and Dell have published compatibility lists of printers and multifunction devices for the upcoming Windows 8 and RT tablet OSes, with a large number of models listed as bring incompatible with Windows RT. Microsoft earlier this year warned that some older printers will not work with Windows 8 and RT, which is the software maker's first OS for ARM processors. While a majority of printers don't support RT, the compatibility lists reveal wider support for the Windows 8 OS, and written for x86 processors from Intel and Advanced Micro Devices.

Microsoft explained it was changing the Windows 8 and RT printing architecture to reduce system overhead and simplify the printing process. Windows RT tablets such as Microsoft's Surface have limited resources as ARM's 32-bit processors have a memory ceiling of up to 4GB. Existing Windows applications will work on Windows 8 but not RT, an issue that also extends to device drivers.

"HP has listed 200 LaserJet and ColorJet laser printers and multipurpose devices, of which only 34 are fully compatible with Windows RT, while a majority are compatible with Windows 8. The printers and multifunction devices not compatible with RT total 83, and 83 offer "limited support" for RT. HP has not yet released a compatibility list for inkjet printers.

Limited support may mean that RT users won't be able to take advantage of advanced printing features such automatic duplexing, said Nathan Brookwood, principal analyst at Insight 64. However, users will still be able to do basic printing.

Dell's compatibility list of inkjet and laser printers has only 32 of 110 printers supporting RT. Only two of 36 inkjets are supported by RT, while a larger ratio of monochrome and color laser printers support RT. The printers compatible with RT also support Windows 8.

Beyond printers, incompatibility of drivers with RT may extend to other peripherals like cameras and scanners, Brookwood said.



# ASUS®

Inspiring Innovation • Persistent Perfection

ASUS desktops – Leading in overall satisfaction with reliability.  
Based on PCWorld USA 2011 Reliability and Service Survey.<sup>1</sup>

**ONSITE  
WARRANTY**



# Unstoppable FUN HAVE IT ALL

## CM6431 Desktop PC

The fun never stops with ASUS CM6431's latest 3rd Generation Intel® Core™ processor-based platform, Windows 8, DX11 and Blu-Ray. The Energy Processing Unit delivers 40% energy-saving than other PCs. You can share your files easily with 3GB of free Webstorage space.



Ultra Durability



AI Charger



Web Storage



Energy Saving



No.1  
Motherboard



<sup>1</sup> [http://www.pcworld.com/article/244481/desktop\\_pc\\_reliability\\_and\\_satisfaction\\_dell\\_and\\_hp\\_home\\_pcs\\_get\\_poor\\_grades.html](http://www.pcworld.com/article/244481/desktop_pc_reliability_and_satisfaction_dell_and_hp_home_pcs_get_poor_grades.html)  
Intel, the Intel logo, Intel Inside, Intel Core and Core Inside are trademarks of Intel Corporation in the U.S. and/or other countries.



SONY RDHGTK11IP 'MINI MUTEKI' BOOMBOX

# Perfect for parties

■ CAMPBELL SIMPSON

**W**hen we first had a look at Sony's Muteki 7.2-channel home theatre hi-fi system, we were impressed with the sheer amount of audio power it could muster. Sony's latest Mini Muteki looks a little more refined than its predecessor, but still packs in plenty of power.

The RDHGTK11iP, or the Mini Muteki to use a friendlier name, can be set up horizontally or vertically, and if you don't have enough space to put it on a tabletop, you can stand it on the floor.

All the Mini Muteki's controls are clustered to the right-hand side (when horizontal) or the top (when vertical). Central there is an iPod/iPhone dock with a 30-pin connector, although the dock doesn't swivel to remain upright when the Mini Muteki is vertical.

Under the dock, there's a USB input – you can connect a USB stick or hard drive full of music files, or any device that can act as a USB host. Around the back of the player, there's an antenna connector for the integrated AM/FM



lights on the speakers. These lights pulse in time with the beat of whatever music you're listening to. It's a novel enough effect, and can be disabled if need be.

The Sony Mini Muteki's appearance gives some clue as to its audio performance. It's big, it's loud, it's brash. It's a boombox

Turn the Mini Muteki up loud, though, and it's able to fill a large room with sound. If you've got a party to cater to, or if you're in your backyard, the Mini Muteki is able to do what smaller speaker systems struggle with. It doesn't distort at maximum volume, although bass can get a little rattly if Bass Boost is enabled and you're playing something room-shaking.

If you're away from the Mini Muteki, you can use the bundled remote control – a generic candy-bar model that's easy to understand – to good effect.

The Mini Muteki is no audiophile speaker – it doesn't have much nuance to its sound, and there's not a great deal of detail in treble or mid-range – but it sure is loud. It's a suitable speaker for a house party or outdoor picnic.

*"The Mini Muteki is no audiophile speaker but it sure is loud."*

radio tuner, and a stereo analog audio input for connecting a PC, DVD or Blu-ray player, or portable media player.

Seven buttons for playback: folder navigation, play/pause, bass boost, function toggle and an EQ sit above the iPod docking area, and there's also a power switch on the top right-hand corner next to a single-line, orange multi-function display.

The Mini Muteki's oversized volume control can be found slightly further around the top (or side, if vertical) of the boombox – it's a large dial that only changes the volume when the system's turned on, so there's no chance of someone turning it up to deafening levels accidentally.

Its speakers are hidden behind a strong perforated metal grill. Two 6.5-inch woofers sit behind two 1-inch tweeters, which are mounted on an arm that also shines red and blue LED

speaker for people that like strong, deep bass kicks, thrashing electric guitar or pulsing dubstep drops.

For the majority of our listening, we used the Mini Muteki in its 'Rock' equaliser preset with Bass Boost disabled. There's also a swathe of other presets – flat, hip hop, jazz and so on – and the Bass Boost button does a reasonably good job of livening up the lower frequencies in rock music, especially if you're listening at low or moderate volume levels.

At moderate and low volume levels, the Mini Muteki is a generally musical speaker. There's an obvious emphasis to bass, and prominence for lower treble notes. It's versatile enough to suit a wide range of musical styles, but it definitely sounds best when you're playing bass-heavy electronic, rock or metal music.

## THE FINAL WORD

Sony's Mini Muteki boombox is not especially mini. It's big and bulky and can belt out some impressively loud sound, which is well-tailored to the dubstep generation and bass junkies. It stumbles somewhat with lighter, airier audio, though.

**RATING** 

**DISTRIBUTED BY** Sony Centre, Harvey Norman, The Good Guys, Bing Lee, Big W, Costco, Dick Smith Electronics and Radio Rentals

**RRP** \$349



TOSHIBA SATELLITE Z930 ULTRABOOK

# What an Ultrabook should be

■ ELIAS PLASTIRAS

**W**ith a maximum thickness that barely approaches 17mm and a weight that's only just over 1.1kg, the 13.3-inch Toshiba Satellite Z930 is clearly one of the shining examples of what conventional Ultrabooks can and should be. It also packs a great amount of power within its thin chassis, thanks to a third generation Intel Core i5 CPU and a fast solid state drive, and it doesn't sacrifice much when it comes to connectivity.

Physically, the Satellite Z930 is similar to the Portege Z930, with the main difference being the screen on the Satellite, which is glossy rather than matte, and also the lack of a SIM card slot on the side. The Satellite is a consumer model and lacks those management and security features, but for anyone who doesn't need those features and who values great portability, it represents great value.

It is the type of Ultrabook which, at first, can feel a little bit uncomfortable due to its shallow keyboard, but the more we used it, the more we comfortable we got with it. In fact, we found it a rather pleasant Ultrabook to use for prolonged periods of typing, whether on a sturdy desk on our lap.

The keyboard has a chiclet style layout with keys that are 15mm wide and very soft to hit. As mentioned, they don't have much travel, but after a while, they start to feel quite comfortable. We like the fact that it's a backlit keyboard, which can be always-on or controlled by a timer. It's great for typing in any sorts of dark environments.

Furthermore, the light weight of the Satellite Z930 allows it to be used on a lap with ease. The fan in the chassis doesn't make any noticeable noise when the Ultrabook is used for document creation, basic Web browsing and photo viewing. It does spin very quickly and makes a noticeable

rushing sound when the CPU or graphics processors need to work at their maximum load for a while.

We don't think that the screen on the Satellite Z930 is great, primarily because it has a glossy finish that can reflect light sources from behind, and also because it has vertical angles that are narrow. However, once we found the sweet spot viewing angle, it was a fine screen on which to consume photos, videos and documents.

The touchpad is 85x50mm in size and has separate left- and right-click buttons rather than featuring a clickpad style with the buttons housed underneath the pad itself. The texture of the pad is a little too resistive for our liking – we would prefer a much smoother finish, and the left- and right-click keys are not the easiest to use because of the way they are set in the chassis.

## THIN AND LIGHT

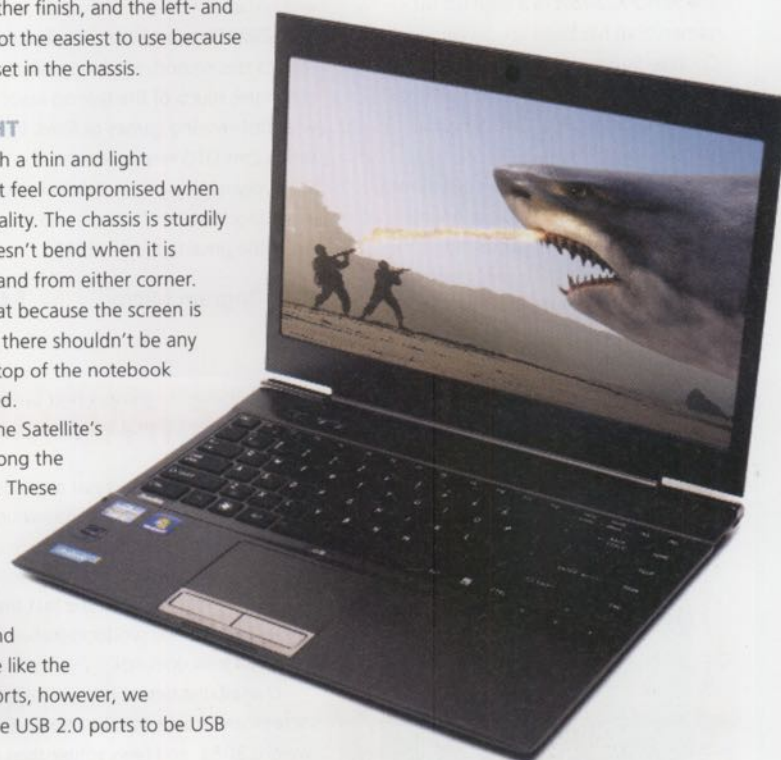
Even though it's such a thin and light Ultrabook, it doesn't feel compromised when it comes to build quality. The chassis is sturdily constructed and doesn't bend when it is handled with one hand from either corner. It's worth noting that because the screen is so thin and flexible, there shouldn't be any pressure placed on top of the notebook while the lid is closed.

The majority of the Satellite's ports are located along the spine of the chassis. These include Gigabit Ethernet, two USB 2.0 ports, a full-sized HDMI port, a VGA port and the power port. We like the location of these ports, however, we would have liked the USB 2.0 ports to be USB

3.0 ports instead. The sole USB 3.0 port on the Satellite is located on the right side just next to the cable lock facility. The left side has separate headphone and microphone ports, as well as an SD card slot.


When it comes to performance, the Satellite Z930 won't be a disappointment. It features an Intel Core i5-3317U processor that includes Intel HD 4000 graphics, and a generous 6GB of RAM to go along with it. Additionally, storage is provided by a 128GB solid state drive.

Despite the lower than average battery life, the Satellite Z930 proved itself to be one of the best Ultrabooks on the market, mainly due to its light weight, slim design and great overall performance. ■



## THE FINAL WORD

As far as Ultrabooks are concerned, the Satellite Z930 is a beauty. It's only about 17mm at its thickest point and it weighs well under 1.2kg. Despite being so thin and light it still manages to pack in full-sized ports and very good performance. It is a conventional laptop that a user will be able to easily carry on a day-to-day basis.

**RATING**   
**CONTACT** Toshiba  
**RRP** \$1299



# What's **HOT** in tech

Christmas shopping is daunting at the best of times, and finding fresh gift ideas can be a mission. **NERMIN BAJRIC** delivers a handful of standout products among the legion of tech launched in 2012.



## BENQ XL2420T

The BenQ XL2420T is a monitor for gamers that has been co-developed with Counter-Strike professionals.

The 24-inch monitor offers a 1920x1080 resolution and 1000:1 typical contrast ratio.

The device features Black eQualizer technology, which is a colour engine that gives users the ability to customise the brightness of only dark spots so well lit areas in games remain clear

and unfaded.

XL2420T has a 120Hz refresh rate that causes smooth rendering which eliminates much of the tearing associated with fast-moving games or films. In also offers 2ms GTG response time.

**TIP:** Do you play games that will take advantage of all its features and therefore make the price tag justifiable?

**CONTACT** Ingram Micro **RRP** \$499

## SONY XPERIA GO

For the most part, consumers have had to either invest in rugged and chunky phone cases, or risk expensive smartphones cracking and shattering even with the slightest of drops. While it is not the first tough phone to hit the market, the Sony Xperia go promises to eliminate this worry by offering a ruggedised solution that still offers the capabilities of contemporary smartphones.

The device has a 3.5-inch LED backlit touchscreen and Bravia Mobile Engine, which Sony saYS will reduce image noise and enhance sharpness, colour and contrast when viewing images and video.

**TIP:** If you have a habit of neglecting your phone at times, the Xperia go will eliminate the panic associated with dirty hands and wetness.

**CONTACT** Sony, Optus  
**RRP** \$379



## APPLE iPad MINI

If someone were to hand you an iPad mini, you would more than likely want to own one... until you see the price tag, that is.

This smaller version of Apple's classic iPad has a 7.9-inch display. Despite the fact that the vendor's other (and earlier) products feature a retina display, the iPad mini does not.

Overall, the device is tiny. Not in terms of its screen and frame size, but build. The Wi-Fi model weighs 308g, and feels lighter than it looks.

The device has bevelled, laser cut edges and rounded corners which make it comfortable to hold and use.

Like the iPhone 5, the iPad mini is available in 'black and slate' and 'white and silver' colour

options. The finish on the back of the device is attractive and smooth, but can become difficult to grip.

Overall, the mini operates like the full size iPad, but on a smaller screen. It has identical capabilities, and will run every third-party app in the App Store. Battery life is impressive, falling not much short of Apple's claim of 10 hours.

The camera is acceptable, although motion will be a problem for users. The mini also works on Australia's 4G/LTE networks.

**TIP:** Calculate your capacity requirements, and consider if the form factor validates the investment.

**CONTACT** Apple **RRP** From \$369 to \$729





## SAMSUNG GALAXY NOTE II

Galaxy Note II is bigger, faster, and overall better than its predecessor, of which Samsung sold about 10 million copies since last year's launch.

Note II has a 5.5-inch screen (compared to the Note's 5.3-inch display) that offers a 1280x720 resolution and 267ppi pixel density, a quad-core processor, and runs Android 4.1, Jelly Bean. The device is 9.4mm thick and 80.5mm wide (beating its predecessor again). It is 2g heavier and around 4mm taller, but the difference is barely noticeable, especially considering the screen is bigger.

The Note II's form factor will not suit all users. The device is, in essence, an oversized Galaxy S III. Although a bigger screen enhances the viewing experience, the device isn't too easy to use with one hand, and the difference can be felt when stored in a pocket. Among its abundance of features, some highlights include 'multi-window' which splits the screen so the user can utilise two applications, and the improved S pen.

**TIP:** Play with the Note II in stores before purchasing the large smartphone. Test its S pen, and see whether you can store it comfortably, may that be in a pocket or bag.



**CONTACT** Samsung

**RRP** From \$899



## LG 84LM9600

The LG 85LM9600 is an 84-inch TV that most everyday consumers will want, but not so much as to sacrifice \$15,999. Price aside, the TV, which hit stores mid-November, is an attractive device that produces impressive content.

85LM9600 is an ultra-definition (UD) TV. This means a 4K (2840x2160, 24p) resolutions. When it runs content at its native resolution, the extra pixels are able to produce high quality video with a lot more detail than a 1080p TV of the same size. Consumers can expect crisp pictures, great contrast and colour grading, and impressive motion images.

Due to the high resolution, users are not forced to keep moving further away from the TV to see a clear and unpixelated picture. Price aside, another issue is there is hardly any 4K content currently available, which means that taking full advantage of the purchase is not exactly possible.

While the TV can upscale 1080p Blu-ray content and produce good quality, the difference is immediately noticeable when compared to demo content.

**TIP:** It is great to own, but waiting for content could be trying.

**CONTACT** LG

**RRP** \$15,999

## OPTUS E589

Optus' E589 is a 4G mini Wi-Fi modem that may not be the smallest when compared to its competitors, but offers high data speeds for users within the telco's 4G coverage zone.

The battery-powered device is manufactured by Chinese company, Huawei. While it is slightly thinner than Telstra's 4G pre-paid Wi-Fi modem, it is both taller and wider. The design is simple, and users will see plenty of fingerprints on its glossy finish.

The key feature of the modem is its TFT screen which provides all necessary information. The left side of the device houses a microSD card slot, reset button and standard micro-USB port (for charging), with the power button, WPS button, and full sized SIM card slot on the right. The E589 also has an antenna port for that extra boost.

According to Optus, the modem is capable of theoretical download speeds of up to 50Mbps. Realistically, users can expect something closer to 35Mbps. Of course, results are dependent on network coverage, signal strength, congestion, and time.

The E589 can be bought outright and recharged through a prepaid account, but is also available on postpaid plans ranging from \$34.95 to \$75.95 per month for a total minimum cost of \$599.40 over 12 months.

**TIP:** Spend some time working out how much data you use before committing.

**CONTACT** Optus

**RRP** \$199







## MICROSOFT SURFACE RT

Microsoft's Surface RT tablet, which has been conveniently launched in time for the Christmas period, is a strong competitor to Apple's iPad. The device is well built, aesthetically appealing, and offers a good user experience.

In general, the Surface RT feels sturdy. The 10.6-inch tablet weighs 700g on its own (900g with the optional touch cover), and has a sleek black design. It offers a 1366x768 resolution, a USB 3.0 port, micro-SD slot, two cameras, a headset port, and video out port. Surface RT runs on an Nvidia Tegra 3 processor, and has 2GB RAM installed. To install software on the device, users must go through the Microsoft Windows store; it can not be done via the Web as Windows RT does not permit it. It is a tablet after all, though. This is the only major downside of Surface RT. The fact that the store is not yet as comprehensive as the Apple App Store or Google Android Market adds to the frustration.

The touch cover can be frustrating for users who aren't accustomed to it, but the type cover should alleviate the problem.

**TIP:** Before purchasing a cover, find out if you prefer to type on the touch or type style.

**CONTACT** Microsoft

**RRP** From \$559

## SEAGATE BACKUP PLUS

The Seagate Backup Plus is a portable drive that is designed to backup data from computers, but also social networks, such as Facebook and Flickr, using USB 3.0.

Once Backup Plus' Dashboard software is installed on a computer, the portable drive automatically detects when new photos are uploaded to the user's social networks, and grabs a copy to store locally. Users are only required to enter their passwords for the respective sites in order to enable the process. The drive does not save photos in which a user is tagged, but only those he/she has uploaded.

Backup Plus can also continually backup local files, and it can store incremental copies of files with a restore process that includes a timeline. Scheduled backups can be implemented for users who don't prefer the continuous method.

Overall, the software is simple to use, and the interface eliminates the need for deep technical know-how.

**TIP:** Purchase this if you are a social fanatic and forgetful when it comes to saving a copy of all your social media content, especially photo memories.



**CONTACT** Datastor, Ingram Micro, Synnex

**RRP** From \$139

## VIEWSONIC TD2220

The ViewSonic TD2220 is a 21.5-inch monitor that carries a \$399 price tag. Why? It is a two-point touch display that is Windows 8-ready, turning fairly average desktop use of the operating system into more of an interactive experience.

The device has a full high definition 1920x1080 resolution, 1000:1 typical contrast ratio, and 5ms response time. The optical touch display uses 8H hardness topaz-class glass as a panel surface for durability. ViewSonic claims it is scratch resistant and dustproof.

The 4.9kg monitor has three power consumption modes (conserve, optimise, and standard) which consume 18 to 36W.

TD2220 is both VGA and MAC compatible up to 1920x1080, has a D-sub analog connector, DVI, and two USB ports.

In addition, TD2220 comes with a three-year limited warranty and ViewSonic's strongest pixel performance guarantee.

**TIP:** Decide if it can be housed in a spot that is close enough for touch, but not so close to deter keyboard and mouse use.

**CONTACT** Synnex **RRP** \$399





## PLANTRONICS BACKBEAT 903+

The Plantronics Backbeat 903+ wireless over-ear headphones are designed for those who enjoy sport and exercise, although they work well for casual use.

While the over-ear concept might not appeal to all, the 903+ is comfortable. The design of the 34g device causes weight to be distributed evenly when worn properly, meaning that it does not hang off the ear, but sits firm. The 903+ will not shift or dangle when in use.

The 903+ does not produce top notch premium sound, but it does a great job considering it operates on Bluetooth. Volume is acceptable, although loud exterior noises can disrupt listening. As the earpieces do not sit completely inside the ear, the AudiolQ2 does not seem to work as well as it promises.

It isn't often that vendors quote battery life accurately. Plantronics claims the 903+ will provide seven hours of use, and this is accurate. Charge time is rapid.

**TIP:** Check if the over-ear headphone style is appealing and comfortable, and, of course, ensure the devices you intend to use it with have Bluetooth.

**DISTRIBUTED BY** Amber Technology, Anyware Computer Accessories, Cellnet, Roadhound Electronics

**RRP \$149**



## TOSHIBA SATELLITE Z930



Toshiba's Satellite Z930 is an ultrabook that embraces mobility and the 'thing and light' trends. The 13-inch device has a maximum thickness of 17mm and weighs just over 1.1kg. Lifting the device's box with ultrabook and charger inside has the potential to make customers think something is missing.

Like most ultrabooks in its range, it offers a 1366x768 resolution through an LED-backlit LCD display. The screen may appear to be slightly glossy to some users. It has an integrated Intel HD 4000 graphics card, 6GB of RAM, a 128GB SSD, and is powered by a third generation Intel Core i5 processor.

Despite its form factor, the Z930 manages to fit a HDMI port, 3.5mm headphone jack, microphone port, USB 2.0 port, USB 3.0 port, and a VGA port. It even has an Ethernet port, which is useful for travellers during the holiday season as many hotels still don't provide Wi-Fi within rooms.

The battery life of the device can be a letdown.

**TIP:** Consider how you will use it before investing; if it's for Web browsing and Word use, then top specs aren't exactly necessary.

**CONTACT** Toshiba

**RRP** From \$1299 to \$1899

## SONOS SUB

The Sonos SUB is a home entertainment device that fits perfectly into the wireless music product vendor's 'simple and powerful' ethos.

The unit resembles an oversized three-dimensional 'O', and it is only available in a glossy black with silver detail and branding.

The SUB's two oval-shaped subwoofer pressure drivers are located inside the central cavity of the 'O', and face towards each other to cancel out vibration.

As an image does it no justice, it is important to note the SUB measures 402x158x380mm, and weighs 16kg. Although it seems logical to house it upright, it can be placed on its back as well.

The device works by connecting to a home wireless network, and can then be controlled via the Sonos smartphone or tablet app, or a Sonos controller device, like a PC or the dedicated Sonos Control.

While it does not appear chunky or huge, the SUB is capable of powerful and clear sound. At half volume, it is more than loud enough for a medium-sized room. Its volume can be fine-tuned through six increments, three being positive, and three negative. According to Sonos, it can extend as far down as 25Hz.

The SUB can be used as a standalone music system, although it works best with Sonos speakers, such as the PLAY:3 or PLAY:5. Once bundled with these, it can entertain a large living area. The downside is that SUB is not cheap, and throwing in speakers to add to it can put off potential investors.

**TIP:** A worthy purchase for the enthusiast and entertainer, although a hefty cost for the casual music-listener.

**CONTACT** Sonos

**RRP \$999**







imation



- ✓ Top Brands
- ✓ Unbeatable Prices
- ✓ Best Service
- ✓ Read to Ship
- ✓ **Gift Card Bonus!**  
With all orders above \$1,000\*

# TAPE MEDIA

FOR ALL YOUR DATA STORAGE  
DEVICES & CONSUMABLES,  
YOU CAN'T GO PAST ACA PACIFIC.

**Imation, TDK Life on Record, IBM Total Storage & MORE.**  
All available at the best prices from ACA Pacific - your  
one-stop-shop for tape, disk and optical data cartridges and  
Imation scalable data storage solutions.



Until December 21st you can earn Eftpos Gift Cards with all purchases of Imation, TDK Life on Record, and/or IBM TotalStorage products. Use these gift cards where ever eftpos cards are accepted nationally!

\* Conditions apply. Contact us for more information.

## EXCLUSIVE RESELLER PROMOTION...

- Purchase between **\$1,000 - \$2,000** (on one order) and receive a **\$50** gift card
- Purchase between **\$2,001 - \$4,000** (on one order) and receive a **\$75** gift card
- Purchase between **\$4,001 - \$7,000** (on one order) and receive a **\$100** gift card
- Purchase between **\$7,001 - \$12,000** (on one order) and receive a **\$150** gift card
- Purchase above **\$12,001** (on one order) and receive a **\$300** gift card

## IMATION SCALABLE STORAGE

HELPS YOUR DATA WORK HARDER, REST EASIER...  
DATAGUARD DATA PROTECTION APPLIANCES &  
RDX® REMOVABLE HARD DISK STORAGE.



Imation offers a full range of RDX-built scalable storage solutions, right-sized for SMB needs. Purpose-built to deliver maximum efficiency and ease of use in regulated bulk storage environments, Imation's data archive, protection and shuttle appliances reduce storage costs by optimizing and automating many data protection and compliance tasks.



Distributed by ACA Pacific... Australia's Leading Specialist Data Storage Distributor.  
Call: 1300 761 199 Email: [sales@acapacific.com.au](mailto:sales@acapacific.com.au) Web: [www.acapacific.com.au](http://www.acapacific.com.au)



ASUS recommends Windows 8.

ASUS®



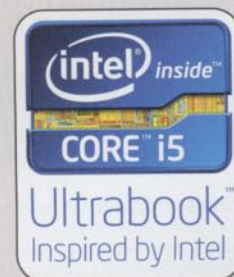
## IN SEARCH OF INCREDIBLE FOR ALL OF US WHO LIVE TO EXPERIENCE

### ASUS VivoBook S400. THE INCREDIBLE ULTRABOOK™. INSPIRED BY INTEL.

Slim and light portable design, highly responsive touchscreens, and intuitive enlarged touchpads for better productivity join immersive ASUS SonicMaster audio plus 2-second instant on. Powered by Intel® Core™ i5 processors and Windows 8, ASUS VivoBook S400 signals a new Ultrabook™ touch era.

Discover more at [insearchofincredible.com](http://insearchofincredible.com)

\*Only select ASUS VivoBook models conform to Intel® Ultrabook™ specifications.





**belkin**  
BUSINESS

# Infrastructure Solutions.

Belkin understands the needs of the modern datacentre and for 30 years, has lead the way with innovative infrastructure solutions. From patch cables to rackmount consoles, Belkin's solutions are designed to meet today's business demands and expand with tomorrow's.



Lengths

0.9M 1M 2M 3M 5M 10M 15M 30M

Colours



## CAT5e / CAT6

Top quality performance.

- > Gold-plated connector
- > A-Tick verified & ETL TIA/EIA 568.C
- > Snagless boots with strain relief



Lengths

1M 2M 3M 5M 10M 20M

Colours



Connectors



## FIBRE CABLES

Performance and reliability.

- > Corning glass cores
- > 100% assembly tested
- > A-tick Certification



## CABLE MANAGEMENT

Keep your cables organised.

- > 1U and 2U designs
- > 30 finger channel style
- > Removable D-ring



## KVM

Secure, reliable, scalable.

- > 19" Widescreen LCD Consoles
- > Analogue USB/PS2 KVMs
- > Advanced Remote IP KVMs

Please contact Steve Lovelace or Daniel Hall to receive 10% off your first order over \$1000 ex. GST:  
EnterpriseEnquiriesANZ@belkin.com or 1800 235 546.

CABLES

POWER

TABLET & SMARTPHONE

KVM

AUDIO VIDEO

LAPTOP & DESKTOP

NETWORKING

### CONNECT2BELKIN PARTNER PROGRAM

Our Channel Partner Program membership is free and members gain access to support material including product information, promotions, bid desk support and evaluation samples.

CALL OR EMAIL US TODAY TO FIND OUT MORE

Phone: 1800 235 546

Email: C2BPartnerProgram@belkin.com

Web: www.belkin.com.au

DISTRIBUTED BY:

INGRAM  
MICRO

data  
data

expressonline



# No Boundaries to Your Server Control

An Advanced Data Centre Solution at an Affordable Price



Call Today  
for your  
**FREE TRIAL!**

**ALTUSCN™**

**KVM Over the NET™**

**KN2124V / KN2140V / KN4124V / KN4140V**

**24-port / 40-port Cat 5 KVM Switch with 1 Local and up to 4 Remote User Access and Virtual Media Support**

- Dual IP Configuration-the dual on-board NICs can be configured for Redundant LAN or Dual IP operation
- High Scalability- as many as 640 servers can be controlled on a two stage installation
- Magic Control Panel-the panel can be dragged to any convenient location, or even made to disappear
- Mouse DynaSync for USB Mice- local and remote mouse movement are the same

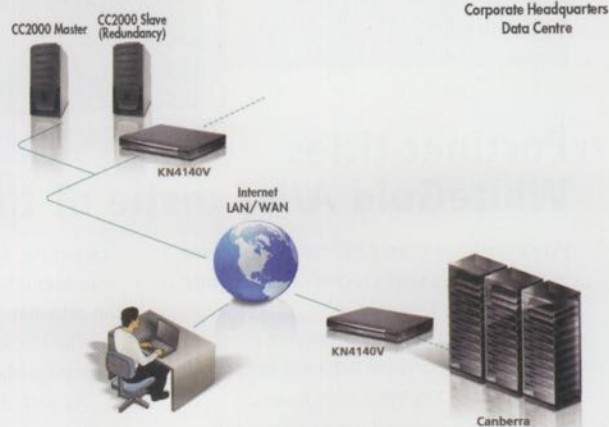


## Control Center Over the NET™

**CC2000**

### Centralised Control and Management

CC2000 management software provides control of your enterprise through single portal, single sign-on, secure, centralised management of your entire IT installation – local and worldwide – anywhere, anytime.



*Intuitive browser-based GUI for simplified access to IT equipment in data centres*



## Equinix wins Frost & Sullivan award

Equinix was awarded the 2012 Frost & Sullivan Australia datacentre services provider of the year award at the 2012 Frost & Sullivan Australia Excellence Awards ceremony held in Sydney.

It is the second time that the global datacentre services provider has received the accolade.

Accepting the award, Equinix Australia managing director, Tony Simonsen, said the recognition shows it are continuing to raise the bar and ensure that it is consistently innovating and providing the best service for its customers.

The award comes just as the company officially opened phase two of its third Sydney facility, a project that launched six months ahead of schedule to meet the growing demand from customers.



Equinix Australia managing director, Tony Simonsen, receiving the award



Above: WhiteGold's Jonathan Odria (left) and Dominic Whitehand, Fortinet A/NZ's Genevieve Rolfe. Right: With Distribution Central's Nick Verykios and Ingram Micro's Andrew Khan.



## Fortinet titles WhiteGold A/NZ distie of the year

WhiteGold was titled A/NZ distributor of the year 2012 at Fortinet's recent Global Partner Conference, in Miami.

Fortinet hosted its conference in a cruise, which went around the Bahamas to Nassau, Coco Cay and Key West from Miami.

WhiteGold received the award on the last evening on the boat, during the awards

ceremony. More than 2000 Fortinet partner representatives from around the world were in attendance.

They included other distributors from A/NZ – Ingram Micro and Distribution Central.

As part of the conference, they also enjoyed a deep-water dolphin swim with four different dolphins and a boogie board ride by a dolphin.

### AD INDEX

ACA Pacific	42	HP	21
Adobe	33	Huawei	28,30
Amcom	34	Ingram Micro	IFSL, IFSR, 11
Anyware	45	Lenovo	OBC
Asus	35,43	McAfee	27
Autodesk	25	Microsoft	OFC, IFC
Belkin	44	Oki	31
Brother	9	Shoretel	17
CA	3	Symantec	23
Cisco	7	Toshiba	29
Dicker Data	2,5,13,15	Veeam	35
D-Link	4		

**President and Publisher:** Susan Searle  
susan\_searle@idg.com.au

### EDITORIAL

**Editorial Director:** Mike Gee  
mike\_gee@idg.com.au

**Senior Editor:** Rimin Dutt  
rimin\_dutt@idg.com.au

**Associate Editor:** Jennifer O'Brien  
jennifer\_obrien@idg.com.au

### Journalists:

Patrick Budmar patrick\_budmar@idg.com.au  
Julia Talevski julia\_talevski@idg.com.au  
Hafizah Osman hafizah\_osman@idg.com.au  
Nermin Bajric nermin\_bajric@idg.com.au

**Art Director:** Lee McLachlan  
lee\_mclachlan@idg.com.au

**Photography:** Ian Sharp  
ian\_sharp@idg.com.au

### ADVERTISING

**Group Advertising Manager:** Janice Tong  
janice\_tong@idg.com.au (02) 9902 2759

**Associate Publisher:** Jessica Ross  
jessica\_ross@idg.com.au (02) 9902 2769

**Business Development Manager:** Cherry Yumul  
cherry\_yumul@idg.com.au (02) 9902 2756

**Account Manager:** Anoushka Bock  
anoushka\_bock@idg.com.au (02) 9902 2775

**Subscription and Marketing:** Eamon Sharkey  
eamon\_sharkey@idg.com.au (02) 9902 2753

**Managing Director:** Davy Adams

**Chairman and Founder:** Patrick J McGovern

Editorial published in ARN may not be reproduced in any form whatsoever without written permission. Copyright 2012, IDG Communications

ARN is published by

**IDG Communications Pty Ltd**  
PO Box 1753, North Sydney, NSW, 2059.  
Phone: (02) 9902 2700 Fax: (02) 9438 2410



IDG Communications Pty Ltd (IDG) is the publisher of ARN and its website (www.arnnet.com.au). If you choose to accept offers, enter competitions or complete surveys contained within them you may be required to provide information about yourself to IDG. IDG will use this information to provide you with products or services you have requested, and may supply your information to contractors that help IDG to do this. IDG may also use your information to inform you of other IDG publications, products, services and events, or give your information to organisations that are providing special prizes or offers and that are clearly associated with the offer. Unless you tell us not to, we may give your information to other organisations that may use it to inform you about other products, services or events or to give to other organisations that may use it for this purpose. To gain access to the information IDG holds about you, please contact IDG's Privacy Officer at IDG Communications Pty Ltd, Level 22, 8-20 Napier St, North Sydney, NSW, 2060.

ARN is printed by Offset Alpine Printing under International Environmental Management standard ISO 14001. The paper used is manufactured from sustainable plantation timber sourced from certified forests.



Out and About is compiled by ARN Community Manager, Hafizah Osman. All submissions for both the community pages in the magazine and online slideshows to:  
hafizah\_osman@idg.com.au.

All photos should be high resolution.



# The 2013 State of the **IT Channel**

## **YOUR INPUT IS IMPORTANT!**

Please respond to this annual survey which will give a vital market insight into channel trends for 2013.

## **And you will benefit.**

All respondents will receive a full report of the results to facilitate your selling strategies for 2013.

**ARN**  
RESEARCH

Respond here: [www.arnnet.com.au/state\\_of\\_the\\_IT\\_Channel\\_2013](http://www.arnnet.com.au/state_of_the_IT_Channel_2013)



Lenovo® recommends Windows 8 Pro.

**lenovo** FOR  
THOSE  
WHO DO.

# H RAM UPGRADE



THINKPAD TWIST (33473EM)

**\$1299** INC  
GST  
RRP AUD

Windows 8 Pro 64 bit

3rd gen Intel® Core™ i5-3317U  
Processor (1.7GHz)

4GB DDR3L RAM

500GB Hard Drive (7200rpm)

## BRING HOME THE BACON THIS HOLIDAY SEASON WITH LENOVO

When selling Windows 8 PCs like the new ThinkPad Twist, be sure to option up with every sale and earn more margin.

To help celebrate the festive season, Lenovo is giving resellers<sup>1</sup> some bonus holiday cheer. Resellers that buy \$1000 worth of Lenovo accessories<sup>2</sup> will get their choice of a HAM, HAMPER or HAMMOCK. Visit our website for full offer details<sup>3</sup>.



### HAM

A delicious 5kg<sup>4</sup> premium ham on the bone. Ready to glaze or carve, it doesn't get better than this!



OR

### HAMPER

Indulge the senses with a delightful chocolate hamper. Includes Lindt chocolate, fudge cookies & macadamia royals & more.



OR

### HAMMOCK

Relax this festive season in a very comfortable and beautiful Brazilian Siesta Single Hammock.



CHOOSE YOUR HAM, HAMPER OR HAMMOCK TODAY!

**WWW.LENOVO.COM.AU/HAM**

Beautiful, fast, fluid



Windows 8

CONTACT YOUR DISTRIBUTOR TODAY



<sup>1</sup>Available to the first 200 eligible Australian Lenovo resellers/Business Partners only. <sup>2</sup>Eligible purchases of accessories must be made pursuant to invoice dates between 13 November to 31 December 2012. <sup>3</sup>For full terms and conditions visit [www.lenovo.com.au/ham](http://www.lenovo.com.au/ham). <sup>4</sup>Actual size of ham may vary. <sup>5</sup>Actual colour of hammock may vary. Lenovo (Australia & New Zealand) Pty Limited ABN 70 112 394 411 reserves the right to alter product offerings and specifications at any time, without notice. All images are for illustration purposes only. Lenovo makes every effort to ensure the accuracy of all information but takes no responsibility for any editorial, photographic or typographic errors. Lenovo reserves the right to correct any errors, inaccuracies or omissions and to change or update information at any time, without prior notice. Trademarks: The following are trademarks or registered trademarks of Lenovo: Lenovo, the Lenovo logo, For Those Who Do and ThinkPad. Microsoft and Windows are registered trademarks of Microsoft Corporation. Other company, product and service names may be trademarks or service marks of others. ©2012 Lenovo. All rights reserved.